

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.

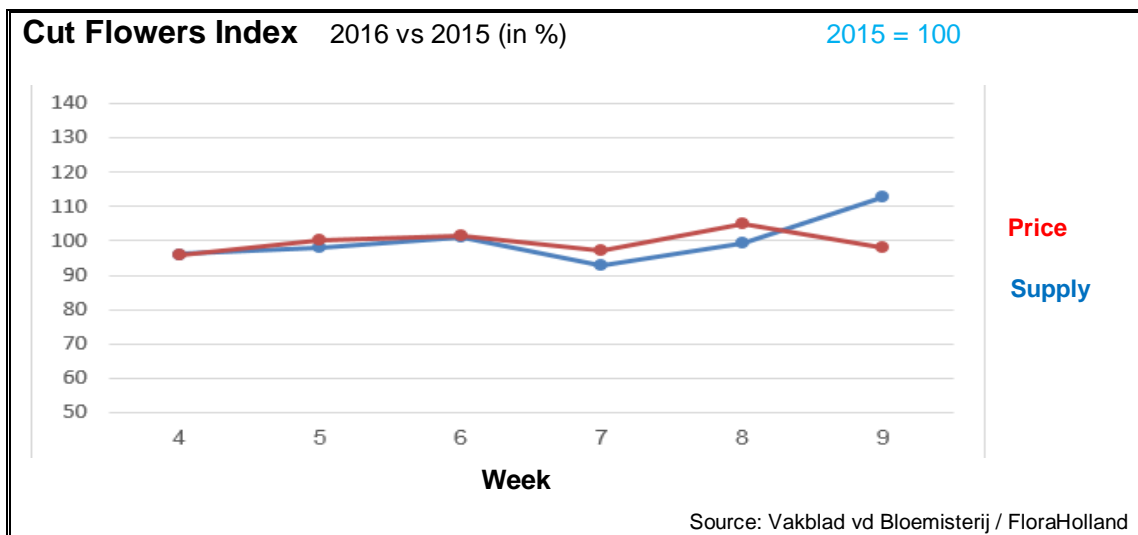
The Market Insider team

Week No. 09-2016

Date: 09/03/2016

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 9 the cut flowers average price was 1.8% lower than in the same week last year. The total sold quantity was 13% higher. This resulted in 11% higher sales turnover.

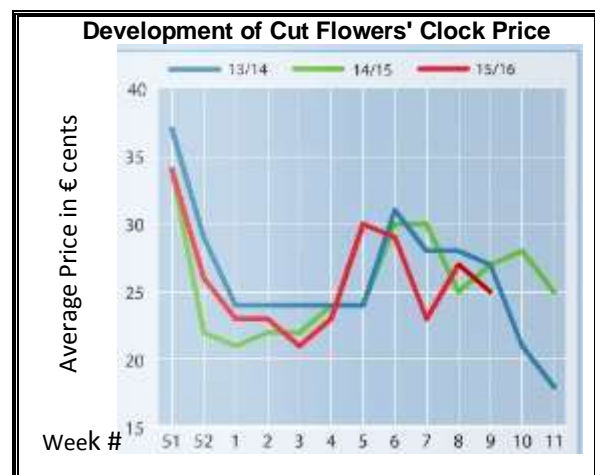
Big roses got 12.5% lower price than last year, so were the small roses too.

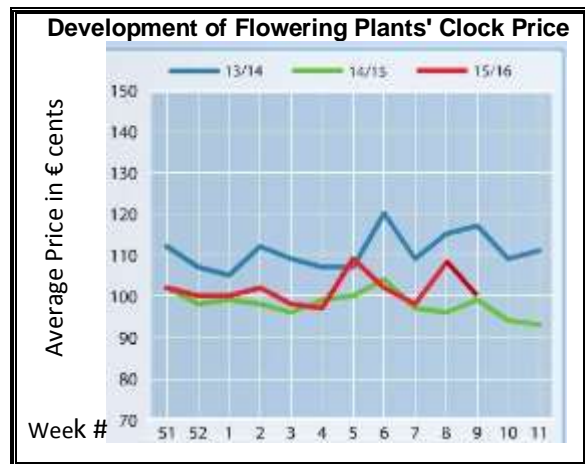
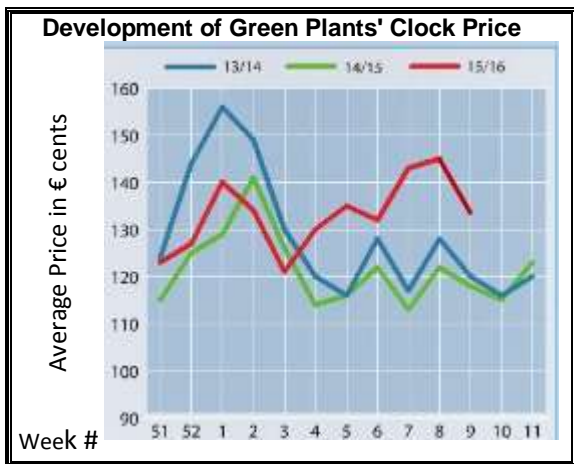
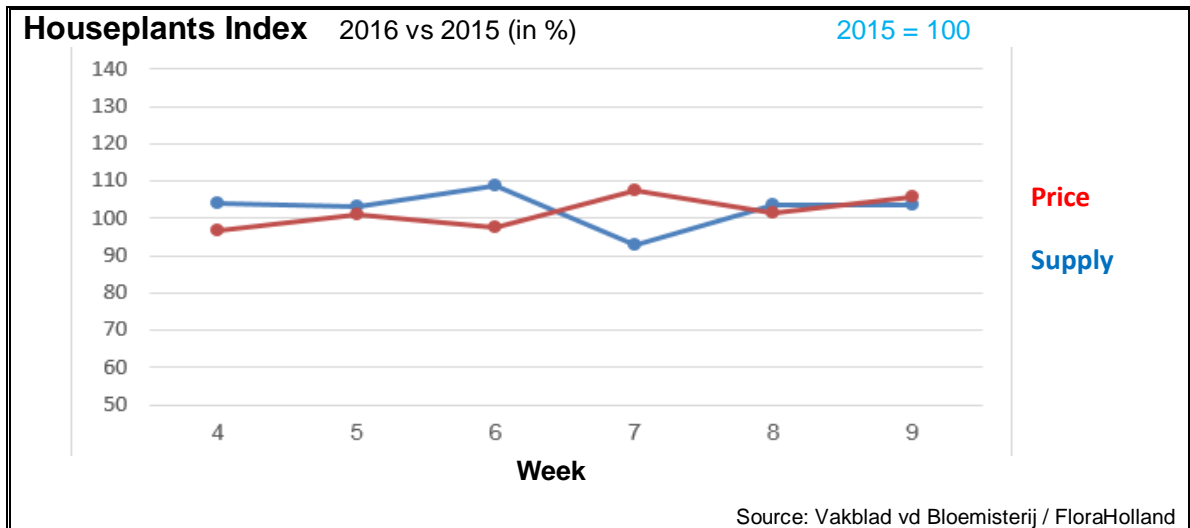
Gerbera mini was 20% more expensive, so were the big gerbera too.

Some products were supplied in remarkable higher quantities than last year: Lily LA - +39%, lilly oriental - +43%, and eustoma - +70%.

Some products got higher clock price than in the same week last year; remarkable were: bouvardia, eustoma, fatsia, helianthus, matthiola, pittosporum, and scabiosa.

Many products got lower clock prices than in last year; stood out: anemone, asclepias, aster, campanula, dianthus barbatus, limonium, ornithogalum, paeonia, and ranunculus.





In week 9 the average price for houseplants was 6% higher, while supply was 4% higher than in this week last year, resulted in a 9.7% higher sales turnover.

Arrangements were 8% lower in price than in 2015, while supply was 114% bigger.

Citrofortunella achieved 9.3% more in price, even though supply was 68% higher than in 2015.

Dendrobium got 18% more in price than in the same week last year, with 12.5% more pots.

Roses won 18.6% in price, followed by Hyacinth (+17%), and Hydrangea (+15%).

Lower prices were registered by narcissus (-14.7%), rhododendron (-9.5%), zantedeschia (-5.4%), and campanula (-4.6%).

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. W09 Date: 09/03/2016

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 : 9 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\$ = 112.59 Yen

<u>Product Name & Source</u>	<u>Quantity</u>	<u>Price in Japanese Yen</u>			<u>Average US\$</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>		
D = Domestic I = Imported						
Total Cut Flowers Sold	19,153,069					
Alstroemeria -- D	325,012	19	700	84	0.75	
Alstroemeria -- I	6,788	20	85	39	0.35	COL ISR NLD
Ammi majus -- D	76,930	10	180	34	0.30	
Ammi majus -- I	0					
Anigozanthos -- D	110		120	120	1.07	
Anigozanthos -- I	800		60	46	0.41	AUS NLD ZWE
Anthurium Pink -- D	30		180	173	1.54	
Anthurium Pink -- I	1,370	30	170	95	0.84	THA
Anthurium Red -- D	502		350	186	1.65	
Anthurium Red -- I	3,887	25	200	87	0.77	AUS THA USA ZAF
Anthurium White -- D	110		150	96	0.85	
Anthurium White -- I	1,502	32	180	110	0.98	THA
Banksia -- D	34		210	203	1.80	
Banksia -- I	195	120	400	235	2.09	AUS NZL
Bupleurum -- D	26,768	20	130	60	0.54	
Bupleurum -- I	0					
Calla -- D	84,277	20	402	69	0.61	
Calla -- I	9,602	30	300	107	0.95	NLD NZL
Carnations Spray -- D	367,625	10	160	56	0.50	
Carnations Spray -- I	481,947	18	175	40	0.35	COL
Carnations Standard -- D	424,272	17	160	57	0.50	
Carnations Standard -- I	597,292	15	250	44	0.39	COL
Chrysanthemum Spray -- D	685,695	5	162	56	0.50	
Chrysanthemum Spray -- I	461,790	20	200	58	0.52	KOR
Delphinium -- D	106,445	11	350	118	1.05	
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	13,782	14	210	48	0.43	
Dracaena -- I	269,957	5	230	38	0.34	SGP
Euphorbia Marginata -- D	30		70	70	0.62	
Euphorbia Marginata -- I	0					
Eustoma -- D	217,937	21	600	188	1.67	
Eustoma -- I	86,710	60	240	145	1.29	AUS
Freesia -- D	283,307	3	80	42	0.38	
Freesia -- I	0					
Gerbera -- D	503,429	2	250	33	0.29	
Gerbera -- I	1,300		60	46	0.41	NLD
Gladiolus -- D	46,500	13	150	69	0.61	
Gladiolus -- I	22,000	30	80	59	0.53	NLD
Gypsophila -- D	298,938	3	380	76	0.67	
Gypsophila -- I	11,722		102	67	0.60	ISR
Heliconia Caribeana -- D	0					
Heliconia Caribeana -- I	5	650	650	650	5.77	
Heliconia Pendula -- D	20		91	91	0.81	
Heliconia Pendula -- I	334		300	121	1.07	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	7,025	11	100	41	0.36	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	160		280	179	1.59	AUS NZL ZAF
Lily Casablanca -- D	17,387	43	1,000	436	3.87	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	53,870	20	220	93	0.82	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	529,417	12	140	47	0.42	
Limonium Sinuatum -- I	0					
Molucella -- D	5,860	25	120	65	0.57	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,180		250	87	0.77	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	161,630	8	55	24	0.21	SGP THA
Orchid Cymbidium -- D	26,460	50	3,000	321	2.85	
Orchid Cymbidium -- I	3,212		400	193	1.71	NLD NZL
Orchid Oncidium -- D	7,894	25	400	164	1.46	
Orchid Oncidium -- I	93,615	23	255	130	1.15	SGP TAI THA
Orchid Phalaenopsis -- D	14,257	62	2,500	422	3.74	
Orchid Phalaenopsis -- I	8,792	125	1,035	509	4.52	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	95,480	8	45	23	0.20	THA
Ornithogalum -- D	5,470	30	120	60	0.53	
Ornithogalum -- I	10,223	10	100	36	0.32	NLD ZAF
Protea King -- D	0					
Protea King -- I	682		300	142	1.26	AUS ZAF
Protea others -- D	0					
Protea others -- I	3,413	10	350	110	0.98	AUS NZL
Riceflowers -- D	1,480		200	109	0.97	
Riceflowers -- I	0					
Rose Total -- D	629,131	2	2,500	103	0.92	
Rose Total -- I	480,937	5	430	63	0.56	
Rose Amada -- D	8,968	50	240	145	1.28	
Rose Amada -- I	0					
Rose Avalanche -- D	50,374	25	200	108	0.96	
Rose Avalanche -- I	20,500	10	135	43	0.38	IND NLD
Rose Carpe Diem -- D	14,214	30	204	109	0.97	
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	32,431	27	175	109	0.97	COL
Rose Gold Rush -- D	9,536	30	185	101	0.90	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	430		135	93	0.83	
Rose Gold Strike -- I	28,887	15	80	33	0.30	COL IND
Rose Noblesse -- D	1,640	20	138	71	0.63	
Rose Noblesse -- I	10,770	15	70	35	0.31	IND NLD
Rose Red Roses D --	14,622	20	360	87	0.77	
Rose Red Roses I --	35,930		165	64	0.57	
Rose Red Star -- D	3,977	30	200	106	0.94	
Rose Red Star -- I	0					
Rose Samurai -- D	37,425	30	235	131	1.16	
Rose Samurai -- I	8,750	30	150	78	0.69	IND
Rose Sweet Avalanche -- D	24,400	2	175	91	0.81	
Rose Sweet Avalanche -- I	1,790	40	125	71	0.63	
Rose Sweet Unique -- D	2,250	30	160	85	0.75	
Rose Sweet Unique -- I	7,110	40	136	73	0.65	COL
Rose Teresa -- D	2,320	30	160	91	0.81	
Rose Teresa -- I	0					
Rose Tineke -- D	11,730	30	160	99	0.88	
Rose Tineke -- I	2,400	30	30	31	0.27	IND NLD
Rose Yves Piaget -- D	10,430	40	220	120	1.07	
Rose Yves Piaget -- I	620		140	102	0.91	NLD
Rose Spr Babe -- D	5,680	40	185	119	1.05	
Rose Spr Babe -- I	910	70	160	92	0.82	KOR
Rose Spr Lovely Lydia -- D	4,120	60	220	117	1.04	
Rose Spr Lovely Lydia -- I	660	55	90	62	0.55	KOR
Rose Spr Shooting Star -- D	3,885	40	200	121	1.08	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	7,350	25	185	102	0.91	
Sandersonia -- I	0					
Trachelium -- D	400		80	36	0.32	
Trachelium -- I	900		135	94	0.83	ISR NLD
Tulip -- D	702,174	15	160	56	0.50	
Tulip -- I	3,350	1	230	12	0.11	NLD
Waxflowers -- D	600		50	48	0.43	
Waxflowers -- I	6,895	10	145	45	0.40	AUS
<u>Green Foliage</u>						
Beargrass -- D	6		333	267	2.37	
Beargrass -- I	859	1	300	70	0.63	USA
Leatherleaves -- D	49,800	10	65	28	0.25	
Leatherleaves -- I	290,870	3	35	19	0.17	USA
Ruscus Israel -- D	3,550		60	36	0.32	
Ruscus Israel -- I	7,260		45	33	0.29	ISR
Ruscus Italian -- D	100			100	0.89	
Ruscus Italian -- I	10,100	20	75	42	0.38	ITA
Salal -- D	0					
Salal -- I	15,969	14	1,250	117	1.04	USA