

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.

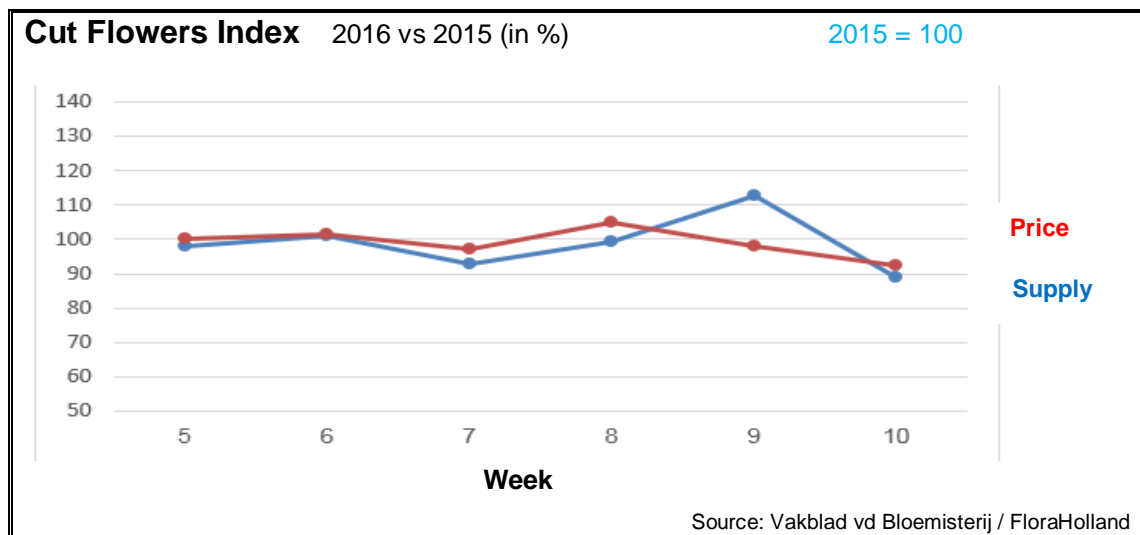
The Market Insider team

Week No. 10-2016

Date: 16/03/2016

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)



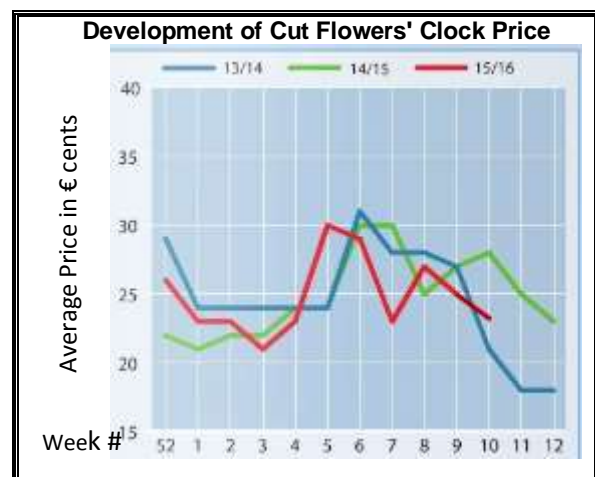
In week 10 the cut flowers average price was 7.5% lower than in the same week last year. The total sold quantity was 11% smaller. This resulted in 18% lower sales turnover.

Chrysanthemums spray got 10.5% lower price than last year, with 38% fewer stems sold.

Lily oriental got 0.2% lower price than last year, with 42% fewer stems sold.

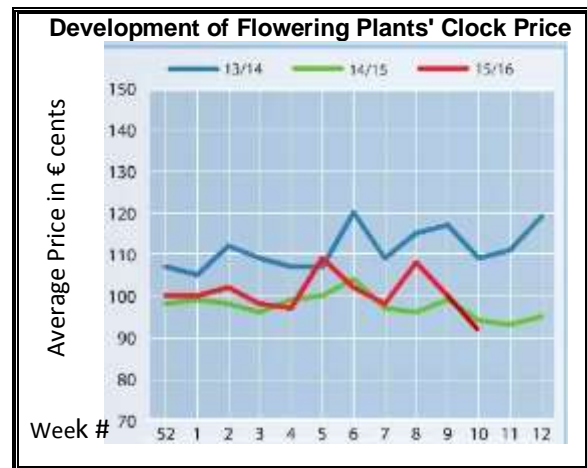
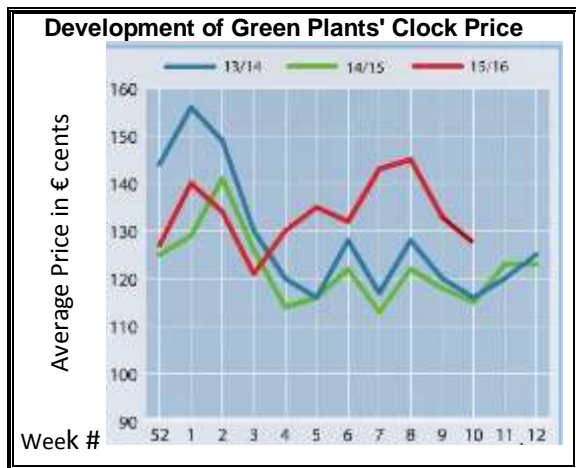
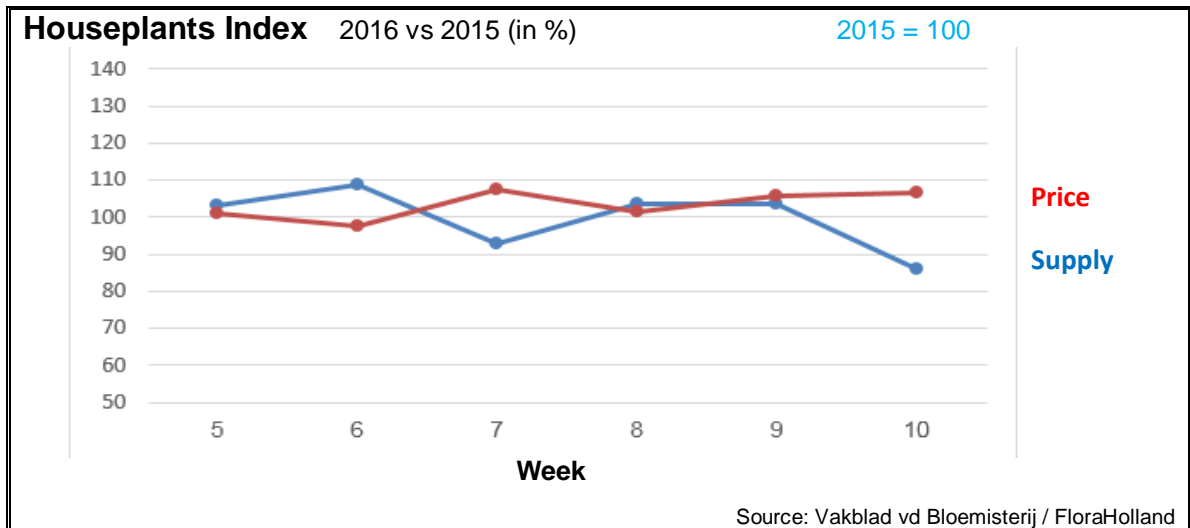
Eustoma was 2% cheaper, while the number of sold stems was 19% higher.

Ranunculus was 20% more expensive, and the number of sold stems was 16% lower than in this week last year.



Only but a few products got better clock prices than last year; among them: bouvardia, helianthus, narcissus, scabiosa, solidago, and zantedeschia,

Many products got lower clock prices than in last year; stood out: agapanthus, anigozanthos, anthurium, asclepias, aster, delphinium, dianthus barbatus, fatsia, gerbera large, gypsophila, limonium, rose big, rose small, trachelium, and tulip.



In week 10 the average price for houseplants was 6.8% higher, while supply was 14% lower than in this week last year, resulted in an 8.4% lower sales turnover.

Arrangements were 11% better in price than in 2015, while supply was 167% bigger.

Hydrangea won 18.6% in price, with 26% fewer pots.

Hyacinth was 35% more expensive; with 44% fewer sold pots.

Various bulb flowers achieved 1.8% more in price, even though supply was 19% higher than in 2015.

Higher turnovers registered by Kalanchoe (+15%), Dendrobium (+18%), and Zantedeschia (+13%).

Lower turnovers were registered by phalaenopsis (-7.8%), and Hedera (-9%).

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. W10 Date: 16/03/2016

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 : 10 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\$ = 113.11 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	29,465,044					
Alstroemeria -- D	394,476	16	700	84	0.74	
Alstroemeria -- I	16,354	25	85	36	0.32	COL ISR NLD
Ammi majus -- D	100,460	13	150	41	0.36	
Ammi majus -- I	0					
Anigozanthos -- D	260	35	125	90	0.80	
Anigozanthos -- I	850		80	45	0.40	AUS NLD ZWE
Anthurium Pink -- D	27		230	204	1.80	
Anthurium Pink -- I	2,943	16	200	102	0.91	THA
Anthurium Red -- D	392		240	182	1.61	
Anthurium Red -- I	5,243	14	210	94	0.83	AUS THA USA ZAF
Anthurium White -- D	16		180	180	1.59	
Anthurium White -- I	1,729	25	190	110	0.97	THA
Banksia -- D	28		200	179	1.58	
Banksia -- I	229	120	350	228	2.02	AUS NZL
Brodea -- D	60			30	0.27	
Brodea -- I	0					
Bupleurum -- D	25,966	21	140	78	0.69	
Bupleurum -- I	0					
Calla -- D	121,548	20	300	69	0.61	
Calla -- I	9,538	10	250	98	0.87	NLD NZL
Carnations Spray -- D	437,653	15	160	67	0.60	
Carnations Spray -- I	1,098,261	20	170	43	0.38	COL
Carnations Standard -- D	448,690	15	180	65	0.57	
Carnations Standard -- I	1,234,081	17	200	46	0.41	COL
Chrysanthemum Spray -- D	1,216,995	1	120	57	0.50	
Chrysanthemum Spray -- I	866,210	18	200	61	0.54	KOR

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Delphinium -- D	119,059	3	350	129	1.14	
Delphinium -- I	0					
Dracaena -- D	15,736	15	400	49	0.43	
Dracaena -- I	340,628	3	150	38	0.33	SGP
Eustoma -- D	273,239	20	600	189	1.67	
Eustoma -- I	74,722	37	240	150	1.33	AUS
Freesia -- D	359,872	2	140	41	0.36	
Freesia -- I	7,270	10	50	21	0.19	NLD
Gerbera -- D	609,326	5	150	42	0.37	
Gerbera -- I	0					
Gladiolus -- D	55,960	10	135	72	0.64	
Gladiolus -- I	33,200	30	80	63	0.56	NLD
Gypsophila -- D	422,005	10	380	79	0.70	
Gypsophila -- I	13,460	44	120	66	0.58	ISR
Heliconia Pendula -- D	50		80	80	0.71	
Heliconia Pendula -- I	315		300	129	1.14	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	3,617	15	130	56	0.50	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	540		280	136	1.20	AUS NZL ZAF
Lily Casablanca -- D	20,995	43	1,000	442	3.91	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	82,120	4	250	133	1.18	
Lily Longiflorum -- I	2,018		170	142	1.26	KOR NLD
Limonium Sinuatum -- D	1,011,610	10	130	56	0.50	
Limonium Sinuatum -- I	0					
Molucella -- D	5,930	34	120	64	0.57	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,700		160	80	0.71	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	154,960	10	70	31	0.27	SGP THA
Orchid Cymbidium -- D	29,626	30	3,000	337	2.98	
Orchid Cymbidium -- I	2,944		350	195	1.72	NLD NZL
Orchid Oncidium -- D	7,979	25	550	149	1.32	
Orchid Oncidium -- I	119,820	10	240	112	0.99	SGP TAI THA
Orchid Phalaenopsis -- D	15,767	40	2,000	459	4.06	
Orchid Phalaenopsis -- I	9,350	100	1,035	508	4.49	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	111,280	8	53	32	0.28	THA
Ornithogalum -- D	8,030	10	120	50	0.44	
Ornithogalum -- I	14,057	10	105	33	0.29	NLD ZAF
Protea King -- D	0					
Protea King -- I	843	35	1,000	143	1.27	AUS ZAF
Protea others -- D	0					
Protea others -- I	3,030	25	400	96	0.85	AUS NZL
Riceflowers -- D	3,305		180	89	0.79	
Riceflowers -- I	0					
Rose Total -- D	744,457	10	480	114	1.00	
Rose Total -- I	649,547	2	450	60	0.53	
Rose Amada -- D	9,656	40	225	146	1.29	
Rose Amada -- I	0					
Rose Avalanche -- D	61,130	20	200	113	1.00	
Rose Avalanche -- I	20,295	4	120	40	0.35	IND NLD
Rose Carpe Diem -- D	15,898	30	200	116	1.02	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	38,476	33	175	101	0.89	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	9,654	30	200	113	1.00	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	670	60	170	103	0.91	
Rose Gold Strike -- I	41,640	6	60	23	0.21	COL IND
Rose Noblesse -- D	2,740		120	61	0.54	
Rose Noblesse -- I	11,865	15	55	32	0.28	IND NLD
Rose Red Roses D --	17,543	20	360	100	0.88	
Rose Red Roses I --	65,313		171	63	0.56	
Rose Red Star -- D	4,309	50	190	112	0.99	
Rose Red Star -- I	0					
Rose Samurai -- D	44,180	30	225	134	1.18	
Rose Samurai -- I	12,175	20	147	80	0.71	IND
Rose Sweet Avalanche -- D	29,860	35	180	105	0.93	
Rose Sweet Avalanche -- I	1,970	35	120	75	0.66	
Rose Sweet Unique -- D	1,960	20	175	102	0.91	
Rose Sweet Unique -- I	9,724	23	141	72	0.64	
Rose Teresa -- D	2,500	30	150	100	0.89	
Rose Teresa -- I	0					
Rose Tineke -- D	12,127	20	220	107	0.95	
Rose Tineke -- I	920	15	45	30	0.26	IND
Rose Yves Piaget -- D	11,890	69	230	138	1.22	
Rose Yves Piaget -- I	280		100	80	0.71	NLD
Rose Spr Babe -- D	7,315	40	200	143	1.27	
Rose Spr Babe -- I	1,500	50	170	101	0.90	KOR
Rose Spr Lovely Lydia -- D	3,540	80	220	152	1.34	
Rose Spr Lovely Lydia -- I	1,280	55	70	61	0.54	KOR
Rose Spr Shooting Star -- D	4,530	50	220	145	1.28	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	8,940	30	175	104	0.92	
Sandersonia -- I	0					
Trachelium -- D	250		70	50	0.44	
Trachelium -- I	1,500		120	86	0.76	ISR NLD
Tulip -- D	774,991	3	207	51	0.45	
Tulip -- I	3,700	6	200	17	0.15	NLD
Waxflowers -- D	1,110		55	43	0.38	
Waxflowers -- I	5,570	10	170	54	0.48	AUS
Green Foliage						
Beargrass -- D	6		300	300	2.65	
Beargrass -- I	460	50	330	221	1.95	USA
Leatherleaves -- D	47,570	5	70	28	0.25	
Leatherleaves -- I	343,565	4	35	20	0.18	USA
Ruscus Israel -- D	3,570		60	34	0.30	
Ruscus Israel -- I	12,315		45	28	0.25	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	11,930	25	85	48	0.42	ITA
Salal -- D	100		22	22	0.19	
Salal -- I	20,461	23	550	128	1.13	USA