

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.

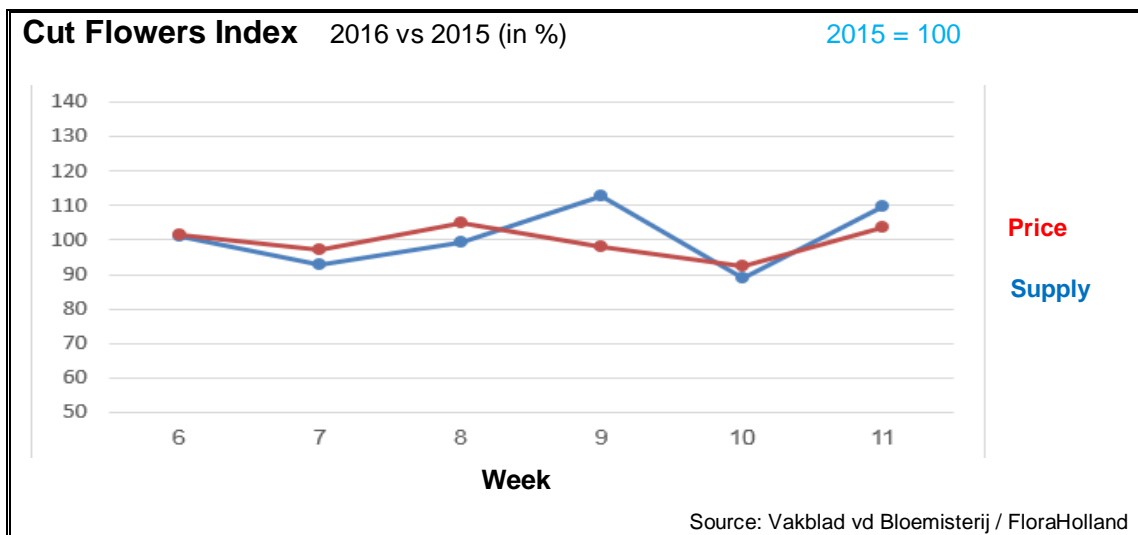
The Market Insider team

Week No. 11-2016

Date: 23/03/2016

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 11 was the cut flowers average price 3.5% higher than in the same week last year. The total sold quantity was 9.5% bigger. This resulted in 13% higher sales turnover.

Big roses got 11% higher price than last year, with 4% more stems sold.

Tulip was 4% cheaper, and the number of sold stems was 6% higher than in this week last year.

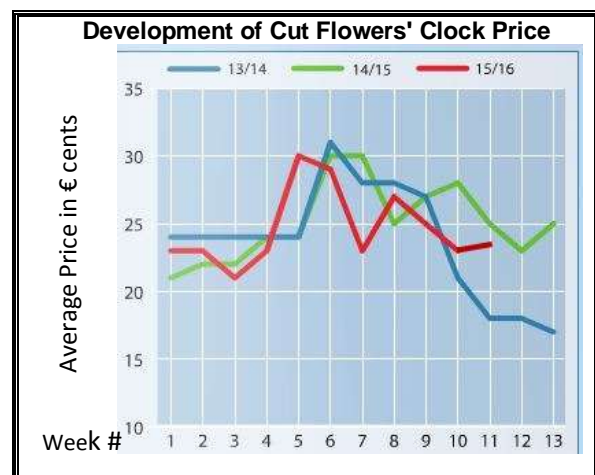
Chrysanthemums spray got 7% lower price than last year, with 22% more stems sold.

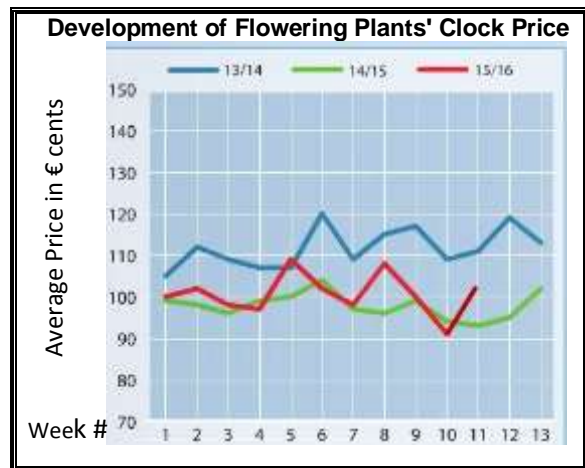
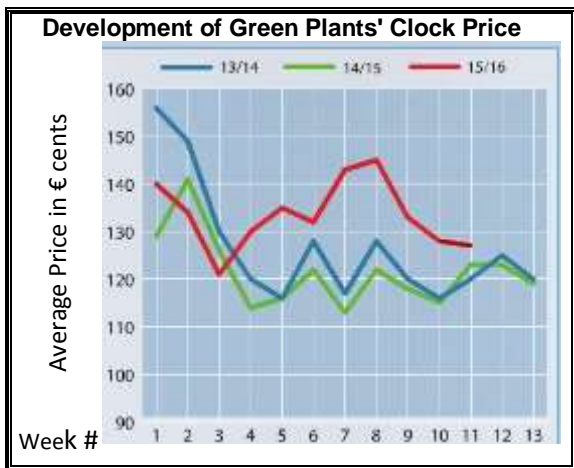
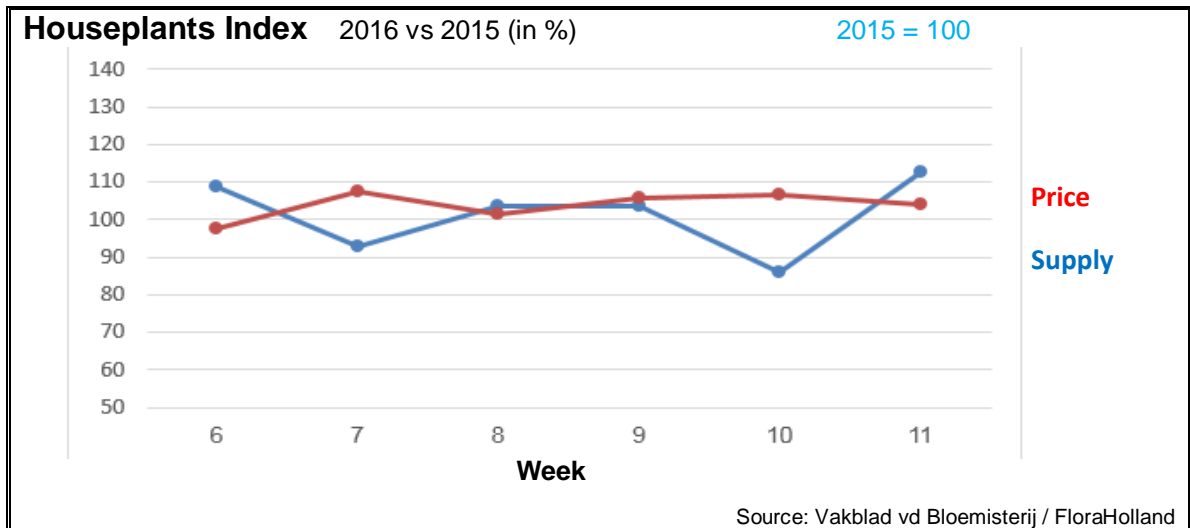
Eustoma/lisianthus was 10% more expensive, while the number of sold stems was 30% higher.

Gerbera mini was 18% more expensive, while the number of sold stems was 21% higher.

Quite some products got better clock prices than last year; stood out with significant better price: eucalyptus, fatsia, helianthus, narcissus, ranunculus, scabiosa, solidago, and zantedeschia

Other products got lower clock prices than in last year; stood out: anigozanthos, aster, campanula, delphinium, dianthus barbatus, limonium, phlox, and rose small.





In week 11 the average price for houseplants was 4% higher, while supply was 13% bigger than in this week last year, resulted in a 17.5% higher sales turnover.

Arrangements for spring and Easter were 22% better in price than in 2015, while supply was 94% bigger.

Phalaenopsis won 9% in price, with 8.5% more pots.

Kalanchoe was 14% more expensive; with 35% more sold pots.

Narcissus lost 14% in price, with 35% more units.

Hortensia was 12.5% better in price than in 2015, while supply was 7% bigger.

Dracaena got 4.5% less in price, while supply was 4% higher than in 2015.

Ficus achieved 12.5% better price, with 7% fewer sold pots.

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. W11 Date: 23/03/2016

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 : 11 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\$ = 111.80 Yen

Product Name & Source <small>D = Domestic I = Imported</small>	Price in Japanese Yen			Average	US\$	Main Origin
	Quantity	Lowest	Highest	Average		
Total Cut Flowers Sold	34,572,422					
Alstroemeria -- D	405,179	16	1,000	101	0.90	
Alstroemeria -- I	34,425	14	120	46	0.41	COL ISR NLD
Ammi majus -- D	113,020	17	180	48	0.43	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	950		60	54	0.48	AUS NLD ZWE
Anthurium Pink -- D	29		350	224	2.00	
Anthurium Pink -- I	4,303	30	200	101	0.91	THA
Anthurium Red -- D	315		250	192	1.72	
Anthurium Red -- I	6,498	24	219	103	0.92	AUS THA USA ZAF
Anthurium White -- D	96		180	180	1.61	
Anthurium White -- I	2,448	15	190	104	0.93	THA
Banksia -- D	39		200	200	1.79	
Banksia -- I	145	200	350	277	2.48	AUS NZL
Bupleurum -- D	27,080	25	150	86	0.77	
Bupleurum -- I	0					
Calla -- D	121,185	17	300	80	0.71	
Calla -- I	5,015	5	250	151	1.35	NLD NZL
Carnations Spray -- D	430,150	15	160	74	0.67	
Carnations Spray -- I	1,651,934	20	85	44	0.39	COL
Carnations Standard -- D	435,941	10	160	71	0.64	
Carnations Standard -- I	1,697,415	19	175	49	0.44	COL
Chrysanthemum Spray -- D	1,685,320	1	150	51	0.46	
Chrysanthemum Spray -- I	1,951,240	8	200	57	0.51	KOR
Delphinium -- D	117,117	18	420	150	1.34	
Delphinium -- 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>	
D = Domestic I = Imported						
Dracaena -- D	18,138	10	300	52	0.46	
Dracaena -- I	389,227	2	141	39	0.35	SGP
Eustoma -- D	255,116	21	600	211	1.88	
Eustoma -- I	143,860	25	260	161	1.44	AUS
Freesia -- D	332,465	10	167	48	0.43	
Freesia -- I	7,340	20	50	35	0.31	NLD
Gerbera -- D	603,047	17	180	59	0.53	
Gerbera -- I	0					
Gladiolus -- D	71,570	1	125	67	0.60	
Gladiolus -- I	61,650	20	90	66	0.59	NLD
Gypsophila -- D	386,895	17	1,500	87	0.78	
Gypsophila -- I	21,435		138	87	0.78	ISR
Heliconia Pendula -- D	75		150	150	1.34	
Heliconia Pendula -- I	434		300	116	1.04	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	3,116	24	130	65	0.58	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	140		280	209	1.87	AUS NZL ZAF
Lily Casablanca -- D	25,908	43	1,000	500	4.47	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	95,343	22	300	143	1.28	
Lily Longiflorum -- I	8,510		150	123	1.10	KOR NLD
Limonium Sinuatum -- D	1,978,219	10	150	56	0.50	
Limonium Sinuatum -- I	0					
Molucella -- D	8,330	20	120	66	0.59	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,190		110	88	0.79	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	307,545	10	80	32	0.29	SGP THA
Orchid Cymbidium -- D	30,788	72	3,000	359	3.21	
Orchid Cymbidium -- I	3,365		400	221	1.98	NLD NZL
Orchid Oncidium -- D	8,246	25	450	162	1.45	
Orchid Oncidium -- I	131,475	20	270	123	1.10	SGP TAI THA
Orchid Phalaenopsis -- D	14,185	60	1,600	444	3.97	
Orchid Phalaenopsis -- I	10,857	102	1,040	458	4.10	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	249,660	5	60	33	0.29	THA
Ornithogalum -- D	9,290	13	120	48	0.43	
Ornithogalum -- I	4,807	26	90	58	0.52	NLD ZAF
Protea King -- D	0					
Protea King -- I	424	100	1,600	236	2.11	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,540	8	450	106	0.94	AUS NZL
Riceflowers -- D	5,520		175	82	0.73	
Riceflowers -- I	240	60	150	124	1.11	AUS NZL
Rose Total -- D	754,711	16	600	130	1.16	
Rose Total -- I	743,762	5	420	73	0.65	
Rose Amada -- D	9,710	50	260	157	1.41	
Rose Amada -- I	0					
Rose Avalanche -- D	69,170	30	220	121	1.08	
Rose Avalanche -- I	18,920	5	150	52	0.46	IND NLD
Rose Carpe Diem -- D	14,908	40	235	134	1.20	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	49,912	30	177	116	1.03	COL
Rose Gold Rush -- D	10,172	30	201	129	1.15	
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	600		140	86	0.77	
Rose Gold Strike -- I	41,930	13	75	36	0.32	COL IND
Rose Noblesse -- D	1,630		120	83	0.74	
Rose Noblesse -- I	7,475	15	62	32	0.29	IND NLD
Rose Red Roses D --	18,691	20	550	113	1.01	
Rose Red Roses I --	76,853		177	82	0.73	
Rose Red Star -- D	4,644	50	240	130	1.16	
Rose Red Star -- I	0					
Rose Samurai -- D	40,080	30	250	152	1.36	
Rose Samurai -- I	17,045	20	164	96	0.86	IND
Rose Sweet Avalanche -- D	28,870	40	200	124	1.11	
Rose Sweet Avalanche -- I	4,745	35	150	83	0.74	
Rose Sweet Unique -- D	2,600	30	180	115	1.03	
Rose Sweet Unique -- I	10,240	40	162	96	0.86	COL
Rose Teresa -- D	3,020	30	180	114	1.02	
Rose Teresa -- I	0					
Rose Tineke -- D	15,690	25	200	115	1.03	
Rose Tineke -- I	1,700	6	60	34	0.31	IND
Rose Yves Piaget -- D	11,985	61	250	153	1.37	
Rose Yves Piaget -- I	0					
Rose Spr Babe -- D	7,460	40	250	171	1.53	
Rose Spr Babe -- I	2,090	60	170	108	0.97	KOR
Rose Spr Lovely Lydia -- D	3,740	60	265	174	1.56	
Rose Spr Lovely Lydia -- I	960	40	100	69	0.62	KOR
Rose Spr Shooting Star -- D	4,505	40	265	160	1.43	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	11,890	37	192	115	1.03	
Sandersonia -- I	0					
Trachelium -- D	100		70	65	0.58	
Trachelium -- I	1,490		135	100	0.90	ISR NLD
Tulip -- D	978,670	10	206	58	0.52	
Tulip -- I	10,730	10	150	35	0.31	NLD
Waxflowers -- D	1,050		60	47	0.42	
Waxflowers -- I	11,655	20	145	49	0.44	AUS
Green Foliage						
Beargrass -- D	2		600	600	5.37	
Beargrass -- I	760	20	330	113	1.01	USA
Leatherleaves -- D	52,230	5	75	29	0.26	
Leatherleaves -- I	366,425	8	40	21	0.18	USA
Ruscus Israel -- D	6,860		60	36	0.32	
Ruscus Israel -- I	10,885		50	32	0.29	ISR
Ruscus Italian -- D	60		60	60	0.54	
Ruscus Italian -- I	13,340	25	85	47	0.42	ITA
Salal -- D	0					
Salal -- I	24,150	28	650	124	1.11	USA