

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.

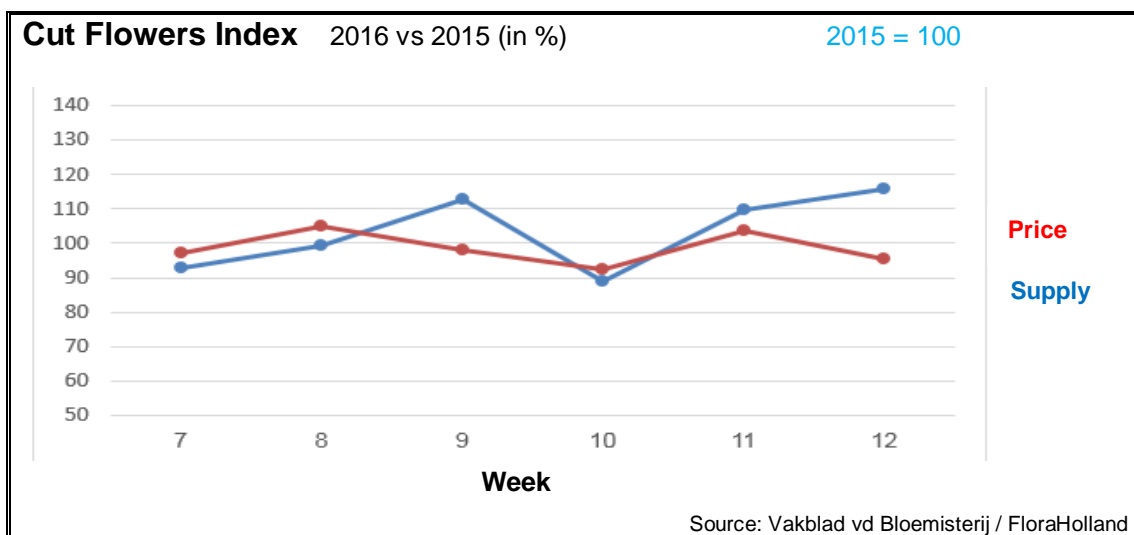
The Market Insider team

Week No. 12-2016

Date: 30/03/2016

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)



Week 12 this year was the week before Easter. The average price for cut flowers was 4.6% lower than in the same week last year. The total sold quantity was 16% bigger.

Tulip 'single' was 11% cheaper, and the number of stems was 17% higher than in this week last year.

Roses got 7.3% higher price than last year, with 8.5% more stems sold.

The special 'Easter flowers' made it nice:

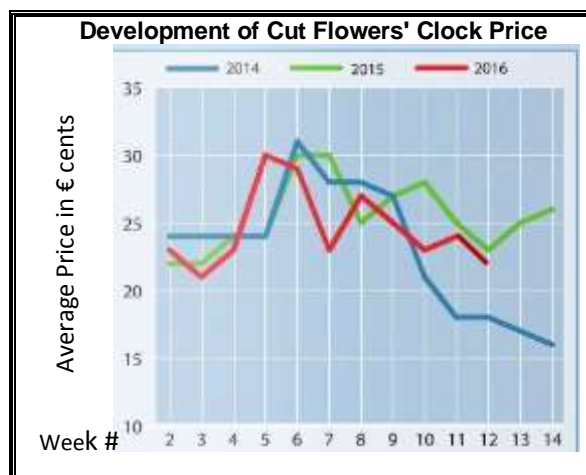
Narcissus got 31% more in price than last year, with 19% more stems sold.

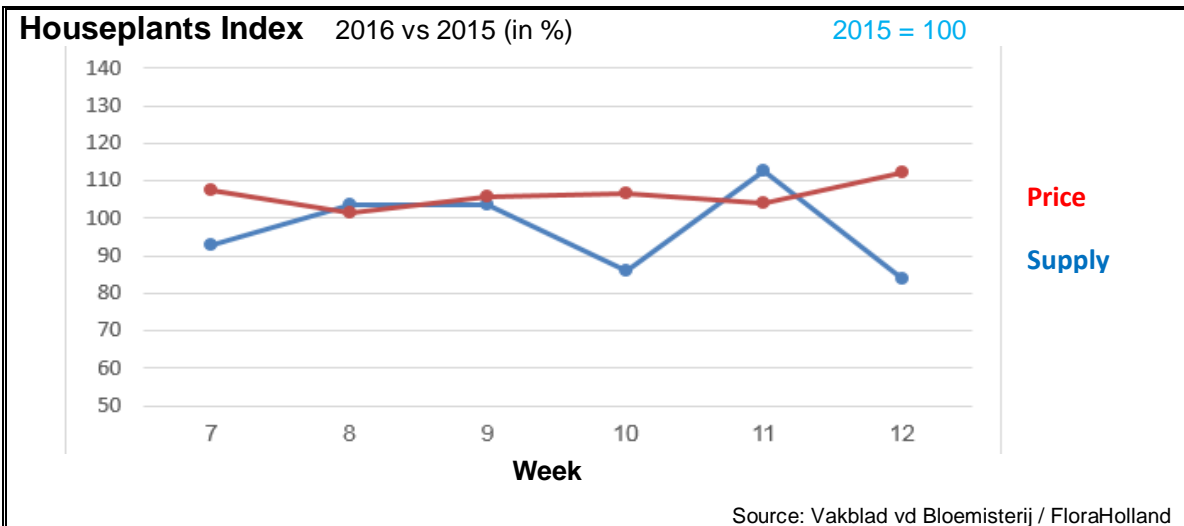
Ranunculus was 32% more expensive, while the number of sold stems was 5% higher.

Gerbera large was 38% more expensive, while the number of sold stems was 15% higher.

Quite some products got better clock prices than last year; stood out with significant better price: anemone, asclepias, asparagus, eucalyptus, fatsia, pittosporum, solidago, and zantedeschia.

Other products got lower clock prices than in last year; stood out: chrysanthemum spray, delphinium, imonium, ornithogalum, and paeony.





In week 12 the average price for houseplants was 12.2% higher, while supply was 16% lower than in this week last year. This resulted in a 5.8% higher sales turnover.

Phalaenopsis won 5.4% in higher price, with 1% more pots than in this week last year.

Kalanchoe was 13.4% more expensive; with 37% fewer sold pots.

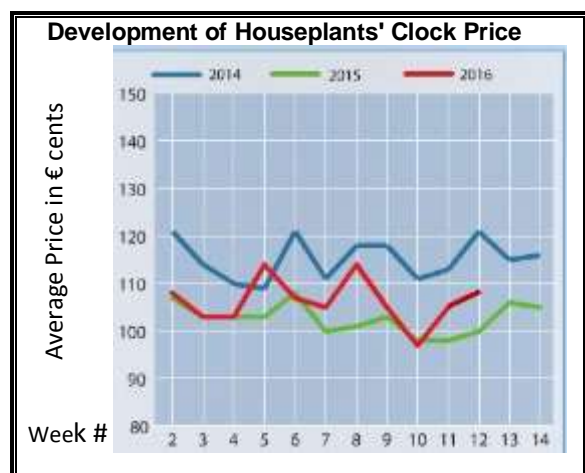
Hyacinth was 82% better in price than in 2015, while supply was about 50% smaller.

Zantedeschia in pot was 3% better in price than in 2015, while supply was 25% bigger.

Narcissus lost 5% in price, with 25% fewer units.

Ficus achieved 1.8% better price, with some fewer sold pots.

Dracaena got 16% more in price, while supply a bit smaller than in 2015.



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. W12 Date: 30/03/2016

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 : 12 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\$ = 113.44 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	20,817,697				
Alstroemeria -- D	546,897	10	800	92	0.81
Alstroemeria -- I	22,118	30	90	51	0.45 COL ISR NLD
Ammi majus -- D	96,892	20	180	50	0.44
Ammi majus -- I	0				
Anigozanthos -- D	240	60	120	95	0.84
Anigozanthos -- I	920		60	52	0.46 AUS NLD ZWE
Anthurium Pink -- D	76		270	235	2.07
Anthurium Pink -- I	2,948	20	200	102	0.90 THA
Anthurium Red -- D	521		250	174	1.53
Anthurium Red -- I	5,401	20	200	98	0.86 AUS THA USA ZAF
Anthurium White -- D	117		180	105	0.93
Anthurium White -- I	1,844	47	190	125	1.10 THA
Banksia -- D	74		230	190	1.67
Banksia -- I	180	180	350	250	2.20 AUS NZL
Brodea -- D	240		50	40	0.35
Brodea -- I	0				
Bupleurum -- D	26,130	21	162	95	0.84
Bupleurum -- I	0				
Calla -- D	145,723	10	280	76	0.67
Calla -- I	3,612	31	340	162	1.43 NLD NZL
Carnations Spray -- D	424,059	15	160	76	0.67
Carnations Spray -- I	619,950	15	175	46	0.41 COL
Carnations Standard -- D	442,042	9	200	70	0.62
Carnations Standard -- I	840,089	7	175	50	0.44 COL
Chrysanthemum Spray -- D	739,340	2	150	53	0.46
Chrysanthemum Spray -- I	511,840	3	200	56	0.49 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	118,873	12	415	155	1.37	
Delphinium -- I	0					
Dracaena -- D	19,166	10	200	54	0.47	
Dracaena -- I	321,268	5	150	39	0.35	SGP
Eustoma -- D	284,612	21	600	230	2.02	
Eustoma -- I	54,240	31	250	153	1.35	AUS
Freesia -- D	327,980	5	160	44	0.39	
Freesia -- I	10,400		40	33	0.29	NLD
Gerbera -- D	663,760	10	270	56	0.49	
Gerbera -- I	13,250	5	70	25	0.22	NLD
Gladiolus -- D	52,270	18	120	69	0.61	
Gladiolus -- I	28,800	40	85	66	0.58	NLD
Gypsophila -- D	367,393	17	500	107	0.94	
Gypsophila -- I	17,795	50	150	85	0.75	ISR
Heliconia Pendula -- D	150		130	64	0.56	
Heliconia Pendula -- I	633		600	112	0.99	SGP
Leucad. Safari Sunset -- D	20		35	35	0.31	
Leucad. Safari Sunset -- I	3,420	20	150	56	0.49	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	195		260	151	1.33	AUS NZL ZAF
Lily Casablanca -- D	19,093	43	1,200	482	4.24	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	32,128	22	280	149	1.31	
Lily Longiflorum -- I	600		150	146	1.29	KOR NLD
Limonium Sinuatum -- D	798,739	9	110	39	0.34	
Limonium Sinuatum -- I	0					
Molucella -- D	9,650	30	120	68	0.60	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	670	60	120	92	0.81	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	194,055	7	92	23	0.21	SGP THA
Orchid Cymbidium -- D	29,381	33	3,000	353	3.11	
Orchid Cymbidium -- I	3,310		350	228	2.01	NLD NZL
Orchid Oncidium -- D	7,425	25	420	179	1.58	
Orchid Oncidium -- I	111,715	15	265	132	1.16	SGP TAI THA
Orchid Phalaenopsis -- D	14,067	63	1,600	414	3.65	
Orchid Phalaenopsis -- I	10,316	100	1,035	493	4.35	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	129,350	8	50	24	0.21	THA
Ornithogalum -- D	20,370	15	100	44	0.39	
Ornithogalum -- I	3,988	28	100	63	0.56	NLD ZAF
Protea King -- D	0					
Protea King -- I	617		1,000	143	1.26	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,696	40	350	106	0.93	AUS NZL
Riceflowers -- D	5,185		200	78	0.69	
Riceflowers -- I	450	74	150	107	0.94	AUS NZL
Rose Total -- D	915,544	10	2,500	114	1.00	
Rose Total -- I	799,424	1	1,200	58	0.51	
Rose Amada -- D	10,335	59	225	146	1.28	
Rose Amada -- I	0					
Rose Avalanche -- D	72,004	18	200	100	0.88	
Rose Avalanche -- I	20,430	1	100	34	0.30	IND NLD
Rose Carpe Diem -- D	20,285	30	200	121	1.07	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	38,278	49	162	108	0.95	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	14,646	17	200	118	1.04	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	860		140	90	0.80	
Rose Gold Strike -- I	38,263	10	75	32	0.28	COL IND
Rose Noblesse -- D	2,570	25	130	83	0.73	
Rose Noblesse -- I	13,995	15	70	31	0.27	IND NLD
Rose Red Roses D --	21,648	15	550	100	0.88	
Rose Red Roses I --	121,054		162	46	0.41	
Rose Red Star -- D	8,833	30	180	101	0.89	
Rose Red Star -- I	0					
Rose Samurai -- D	49,840	30	253	137	1.21	
Rose Samurai -- I	16,220	13	147	72	0.64	IND
Rose Sweet Avalanche -- D	31,600	30	250	108	0.95	
Rose Sweet Avalanche -- I	4,830	20	135	75	0.66	
Rose Sweet Unique -- D	3,295	30	180	107	0.94	
Rose Sweet Unique -- I	11,190	30	130	88	0.77	COL
Rose Teresa -- D	4,210	30	170	102	0.90	
Rose Teresa -- I	0					
Rose Tineke -- D	20,250	10	170	85	0.75	
Rose Tineke -- I	1,700		35	27	0.24	IND NLD
Rose Yves Piaget -- D	15,104	50	280	121	1.06	
Rose Yves Piaget -- I	300		180	94	0.83	NLD
Rose Spr Babe -- D	9,585	60	240	157	1.39	
Rose Spr Babe -- I	1,320		180	120	1.06	KOR
Rose Spr Lovely Lydia -- D	4,335	80	260	166	1.47	
Rose Spr Lovely Lydia -- I	780	55	120	68	0.60	KOR
Rose Spr Shooting Star -- D	5,410	40	255	145	1.28	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	19,380	50	204	103	0.91	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	1,070		145	104	0.92	ISR NLD
Tulip -- D	660,521	10	240	60	0.53	
Tulip -- I	250		180	86	0.76	NLD
Waxflowers -- D	1,260		60	45	0.40	
Waxflowers -- I	8,000	20	100	48	0.43	AUS
Green Foliage						
Beargrass -- D	6		300	300	2.64	
Beargrass -- I	830	18	330	127	1.12	USA
Leatherleaves -- D	47,510	5	70	29	0.26	
Leatherleaves -- I	318,490	8	45	21	0.18	USA
Ruscus Israel -- D	6,670		60	41	0.36	
Ruscus Israel -- I	6,750		50	36	0.32	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	14,350	21	85	49	0.43	ITA
Salal -- D	0					
Salal -- I	24,730	30	620	136	1.20	USA