

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.

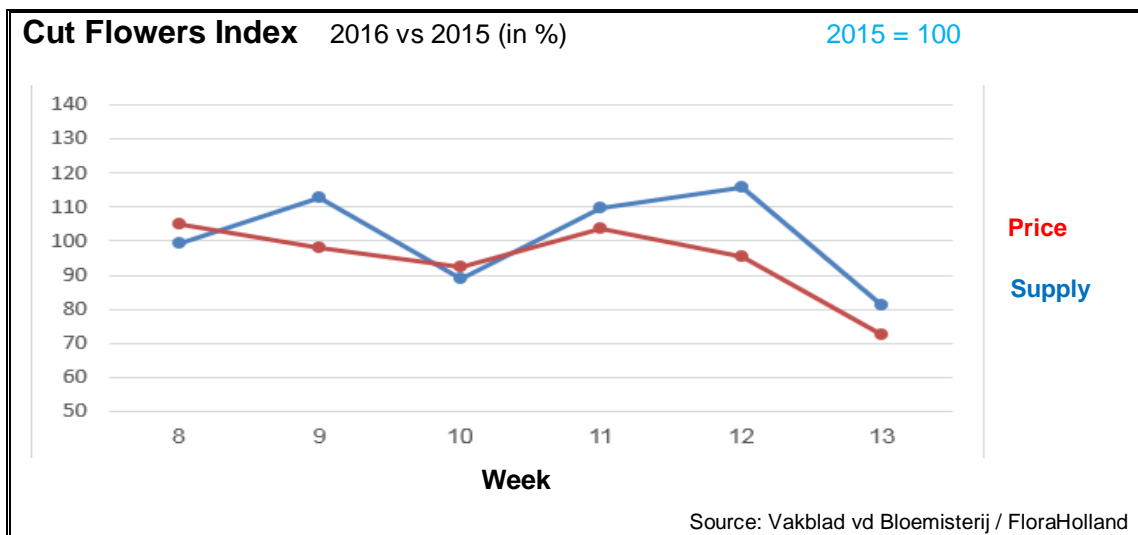
The Market Insider team

Week No. 13-2016

Date: 06/04/2016

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 13 the average price for cut flowers was 27% lower than in the same week last year. The total sold quantity was 19% lower.

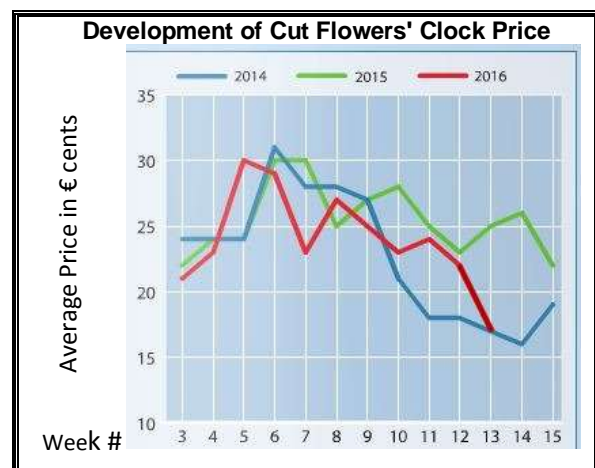
Tulip was some 40% cheaper, and the number of stems was 18% smaller than in this week last year.

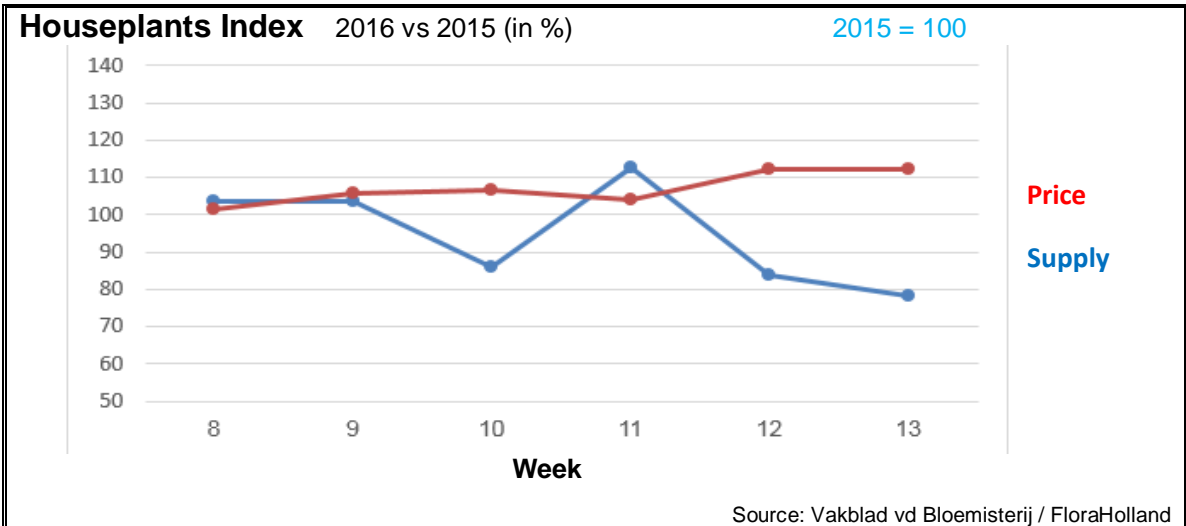
Cymbidium got 5% higher price than last year, with 38% fewer stems sold.

Alstroemeria got 33% less in price than last year, with 7% more stems sold.

Some products got better clock prices than last year; among them: anemone, eucalyptus, fatsia, pittosporum, ranunculus, scabiosa, and wax flower.

Most products got lower clock prices than in last year; stood out: anigozanthos, anthurium, asclepias, aspidistra, chrysanthemum spray, delphinium, gerbera mini, gladiolus, grevillea, gypsophila, helianthus, liliium, limonium, matthiola, narcissus, ornithogalum, paeonia, rose big, rose small, trachelium, and zantedeschia.





In week 13 the average price for houseplants was 12% higher, while supply was 22% lower than in this week last year.

This resulted in a 12.4% lower sales turnover.

Phalaenopsis won 9.4% in higher price, with 23% fewer pots than in this week last year.

Kalanchoe was 17% more expensive; with 40% fewer sold pots.

Zantedeschia in pot was 3.7% better in price than in 2015, while supply was 37% smaller.

'Various houseplants' were 2.1% cheaper in price, while supply was about 41% smaller.

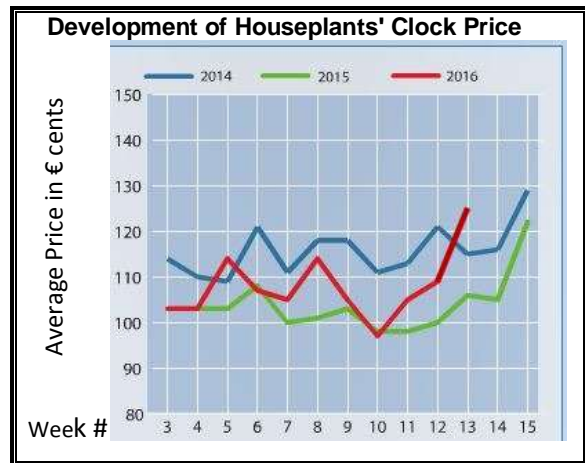
Campanula lost 13% in price, with 3% more units.

Chrysanthemum achieved 10.3% lower price, with some 10% more sold pots.

Dracaena got 2.5% less in price, while supply was 1.5% higher than in 2015.

Roses won 15% in higher price, with 13% fewer pots than in this week last year.

Arrangements in pot were 13.2% better in price than in 2015, while supply was 27% smaller.



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. W13 Date: 06/04/2016

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 : 13 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\$ = 110.28 Yen

<u>Product Name & Source</u>	<u>Quantity</u>	<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						
Total Cut Flowers Sold	18,312,676					
Alstroemeria -- D	544,116	15	800	83	0.76	
Alstroemeria -- I	17,490	13	90	38	0.35	COL ISR NLD
Ammi majus -- D	85,985	15	180	51	0.46	
Ammi majus -- I	0					
Anigozanthos -- D	1,120	45	140	100	0.91	
Anigozanthos -- I	600		55	45	0.41	AUS NLD ZWE
Anthurium Pink -- D	66		500	259	2.35	
Anthurium Pink -- I	2,814	30	200	98	0.89	THA
Anthurium Red -- D	549		460	173	1.57	
Anthurium Red -- I	6,322	15	210	105	0.95	AUS THA USA ZAF
Anthurium White -- D	174		150	82	0.74	
Anthurium White -- I	2,684	12	180	99	0.90	THA
Banksia -- D	62		220	197	1.79	
Banksia -- I	146	180	300	250	2.26	AUS NZL
Brodea -- D	240		45	37	0.34	
Brodea -- I	0					
Bupleurum -- D	30,020	20	150	99	0.90	
Bupleurum -- I	0					
Calla -- D	110,190	20	270	84	0.76	
Calla -- I	5,169	53	250	146	1.33	NLD NZL
Carnations Spray -- D	413,074	10	160	66	0.60	
Carnations Spray -- I	625,028	10	170	39	0.35	COL
Carnations Standard -- D	430,339	12	250	62	0.57	
Carnations Standard -- I	754,241	5	175	45	0.40	COL
Chrysanthemum Spray -- D	586,080	5	150	54	0.49	
Chrysanthemum Spray -- I	430,730	11	167	52	0.47	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	123,194	18	400	149	1.35	
Delphinium -- I	0					
Dracaena -- D	23,475	10	200	58	0.53	
Dracaena -- I	310,530	3	140	44	0.40	SGP
Eustoma -- D	289,173	21	600	207	1.87	
Eustoma -- I	30,750	20	230	146	1.32	AUS
Freesia -- D	221,590	8	189	44	0.40	
Freesia -- I	10,950		45	29	0.26	NLD
Gerbera -- D	712,540	5	158	45	0.41	
Gerbera -- I	4,450	9	53	33	0.30	NLD
Gladiolus -- D	51,990	18	135	75	0.68	
Gladiolus -- I	15,900	19	85	66	0.60	
Gypsophila -- D	304,900	15	550	119	1.08	
Gypsophila -- I	22,435		250	100	0.91	ISR
Heliconia Pendula -- D	65		150	137	1.25	
Heliconia Pendula -- I	645		800	100	0.91	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,070	15	110	57	0.52	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	160		280	148	1.34	AUS NZL ZAF
Lily Casablanca -- D	16,614	43	1,000	492	4.46	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	31,700	22	280	153	1.38	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	747,530	5	75	25	0.23	
Limonium Sinuatum -- I	3,000		26	11	0.10	
Molucella -- D	8,960	30	140	71	0.64	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,450	25	170	75	0.68	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	124,250	5	92	23	0.21	SGP THA
Orchid Cymbidium -- D	30,107	27	3,000	338	3.06	
Orchid Cymbidium -- I	4,190		370	214	1.94	NLD NZL
Orchid Oncidium -- D	7,660	25	430	171	1.55	
Orchid Oncidium -- I	110,330	19	285	143	1.30	SGP TAI THA
Orchid Phalaenopsis -- D	13,324	50	1,600	395	3.58	
Orchid Phalaenopsis -- I	10,131	100	960	504	4.57	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	107,860	4	44	21	0.19	THA
Ornithogalum -- D	20,180	5	110	37	0.33	
Ornithogalum -- I	3,330	40	120	67	0.60	NLD ZAF
Protea King -- D	0					
Protea King -- I	426		1,000	210	1.90	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,891	21	310	84	0.76	AUS NZL
Riceflowers -- D	5,110		210	91	0.83	
Riceflowers -- I	240		135	112	1.02	AUS NZL
Rose Total -- D	986,581	10	2,500	101	0.92	
Rose Total -- I	676,801	1	1,200	59	0.54	
Rose Amada -- D	12,320	40	240	144	1.31	
Rose Amada -- I	0					
Rose Avalanche -- D	83,775	15	180	64	0.58	
Rose Avalanche -- I	12,800	1	70	22	0.20	IND NLD
Rose Carpe Diem -- D	19,600	40	200	124	1.13	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	41,098	45	174	105	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	18,235	30	200	114	1.04	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	680		150	79	0.71	
Rose Gold Strike -- I	33,385	4	65	32	0.29	COL IND
Rose Noblesse -- D	4,080		120	64	0.58	
Rose Noblesse -- I	6,030	5	60	27	0.24	IND NLD
Rose Red Roses D --	23,357	10	550	90	0.82	
Rose Red Roses I --	66,347		174	65	0.59	
Rose Red Star -- D	9,155	21	170	100	0.91	
Rose Red Star -- I	0					
Rose Samurai -- D	50,725	28	250	132	1.20	
Rose Samurai -- I	17,470	5	120	73	0.67	IND
Rose Sweet Avalanche -- D	35,200	25	180	93	0.84	
Rose Sweet Avalanche -- I	6,395	20	100	62	0.56	
Rose Sweet Unique -- D	3,555	30	170	98	0.89	
Rose Sweet Unique -- I	8,935	25	140	84	0.76	COL
Rose Teresa -- D	4,030	30	160	96	0.87	
Rose Teresa -- I	0					
Rose Tineke -- D	20,160	10	140	53	0.48	
Rose Tineke -- I	1,735	1	25	13	0.12	IND NLD
Rose Yves Piaget -- D	15,912	30	295	112	1.01	
Rose Yves Piaget -- I	590		180	80	0.73	NLD
Rose Spr Babe -- D	11,736	40	225	142	1.29	
Rose Spr Babe -- I	2,130	50	180	113	1.03	KOR
Rose Spr Lovely Lydia -- D	5,400	40	235	149	1.36	
Rose Spr Lovely Lydia -- I	1,230	40	165	70	0.63	KOR
Rose Spr Shooting Star -- D	6,980	39	335	143	1.30	
Rose Spr Shooting Star -- I	1,680		150	95	0.86	KOR NLD
Sandersonia -- D	9,680	40	204	109	0.99	
Sandersonia -- I	0					
Trachelium -- D	90		60	60	0.54	
Trachelium -- I	1,650		140	103	0.93	ISR NLD
Tulip -- D	429,966	5	150	60	0.55	
Tulip -- I	200		80	65	0.59	NLD
Waxflowers -- D	1,350		50	40	0.36	
Waxflowers -- I	8,650		80	48	0.44	AUS
Green Foliage						
Beargrass -- D	6		300	300	2.72	
Beargrass -- I	940	20	330	170	1.54	USA
Leatherleaves -- D	51,290	3	75	31	0.28	
Leatherleaves -- I	345,960	8	222	21	0.19	USA
Ruscus Israel -- D	5,595		60	41	0.37	
Ruscus Israel -- I	9,920		55	39	0.35	ISR
Ruscus Italian -- D	50		41	41	0.37	
Ruscus Italian -- I	14,450	2	80	49	0.45	ITA
Salal -- D	100			52	0.47	
Salal -- I	21,355	14	650	147	1.33	USA