

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.

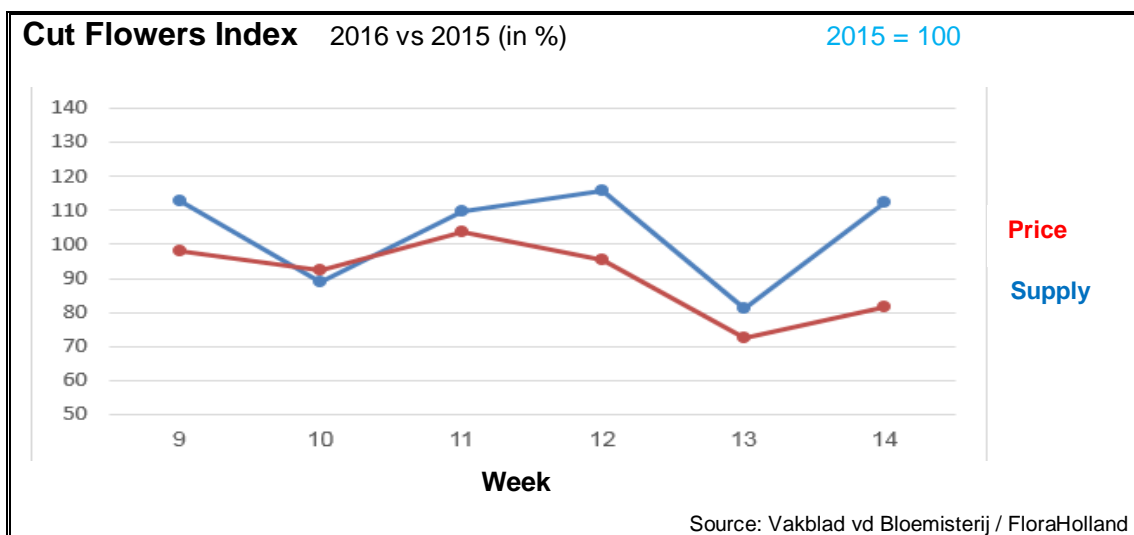
The Market Insider team

Week No. 14-2016

Date: 13/04/2016

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 14 the average price for cut flowers was 19% lower than in the same week last year. The total sold quantity was 12% higher.

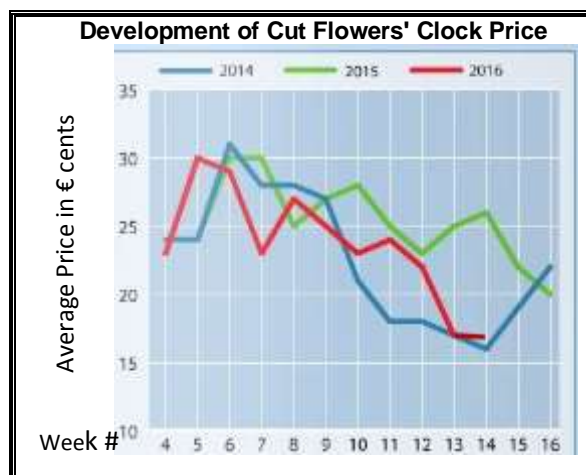
Tulip was some 40% cheaper, and the number of stems was 57% bigger than in this week last year.

Eustoma/lisianthus got 22% less in price than last year, with 65% more stems sold.

Hydrangea was 15% cheaper, while the number of sold stems was 43% higher than last year.

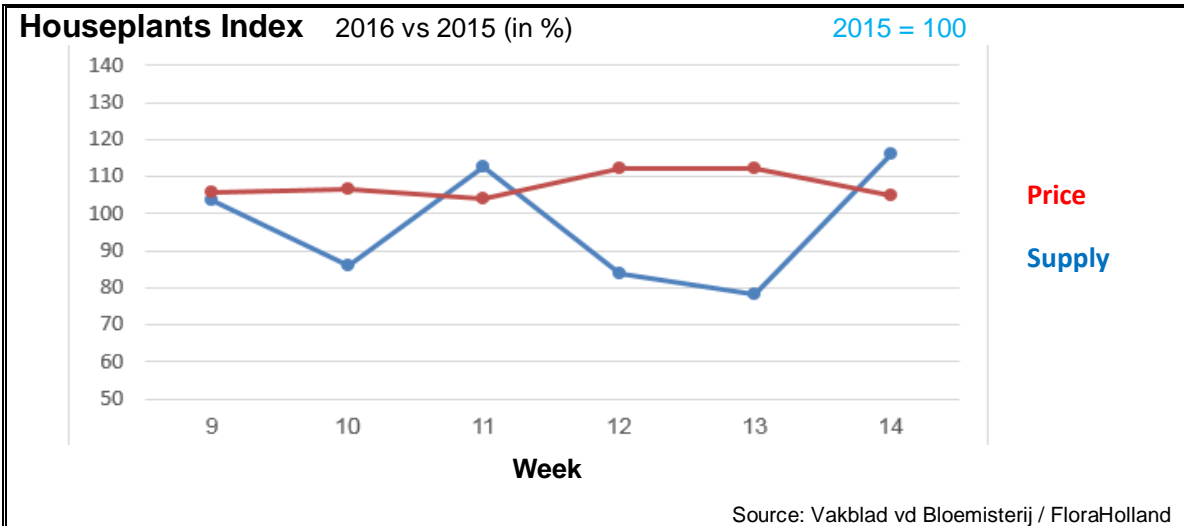
Chrysanthemum spray got 35% less in price than last year, with just 3.5% more stems sold.

Ranunculus got 34% higher price than last year, with 12% fewer stems sold.



Only but some products got better clock prices than last year; among them: agapanthus, asclepias, eucalyptus, pittosporum, scabiosa, and wax flower.

Most products got lower clock prices than in last year; stood out with much lower price: anemone, anthurium, aster, gerbera big, gerbera mini, gypsophila, helianthus, liliium, limonium, matthiola, ornithogalum, roses all types, trachelium, and zantedeschia.



In week 14 the average price for houseplants was 5% higher, while supply was 16% higher than in this week last year.

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.

Roses were 4% cheaper in price, while supply was about 4% bigger.

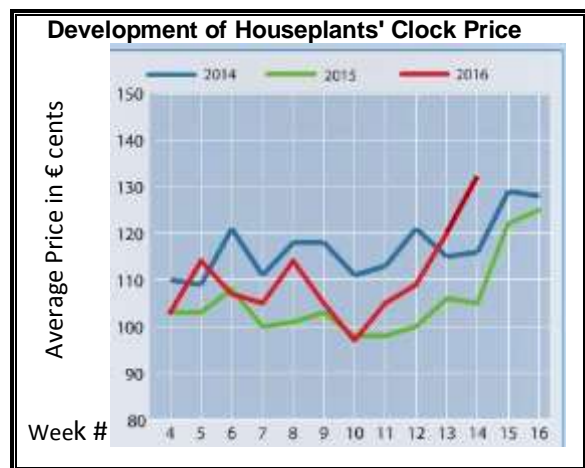
Campanula lost 10% in price, with 14% more units.

Arrangements in pot were 18.5% lower in price than in 2015, while supply was 85% higher.

Pelargonium achieved 1.3% lower price, with some 8.5% more sold pots.

Spathiphyllum won 13.4% in higher price, with 13% more pots than in this week last year.

Bromelia got 11% more in price, while supply was 40% higher 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. W14 Date: 13/04/2016

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 : 14 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\$ = 108.17 Yen

<u>Product Name & Source</u>	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Total Cut Flowers Sold	17,809,395					
Alstroemeria -- D	625,361	10	800	56	0.52	
Alstroemeria -- I	2,340	20	80	40	0.37	COL ISR NLD
Ammi majus -- D	83,625	1	150	39	0.36	
Ammi majus -- I	0					
Anigozanthos -- D	1,550	20	100	52	0.48	
Anigozanthos -- I	900		45	28	0.26	AUS NLD ZWE
Anthurium Pink -- D	81		250	200	1.85	
Anthurium Pink -- I	2,799	20	200	101	0.93	THA
Anthurium Red -- D	764		350	195	1.80	
Anthurium Red -- I	6,445	15	210	97	0.90	AUS THA USA ZAF
Anthurium White -- D	282		180	97	0.90	
Anthurium White -- I	1,636	31	190	121	1.12	THA
Banksia -- D	66		220	188	1.74	
Banksia -- I	137	150	300	207	1.91	AUS NZL
Brodea -- D	300		40	36	0.33	
Brodea -- I	0					
Bupleurum -- D	32,225	7	145	81	0.74	
Bupleurum -- I	0					
Calla -- D	140,272	20	350	66	0.61	
Calla -- I	7,851	10	280	117	1.08	NLD NZL
Carnations Spray -- D	419,645	10	160	53	0.49	
Carnations Spray -- I	612,927	3	175	33	0.31	COL
Carnations Standard -- D	412,928	10	160	57	0.53	
Carnations Standard -- I	778,769	3	175	37	0.34	COL
Chrysanthemum Spray -- D	690,030	5	130	57	0.53	
Chrysanthemum Spray -- I	568,350	9	150	52	0.48	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	143,167	5	400	120	1.11	
Delphinium -- I	0					
Dracaena -- D	23,930	10	200	55	0.51	
Dracaena -- I	307,461	3	180	42	0.39	SGP
Eustoma -- D	320,921	21	600	179	1.66	
Eustoma -- I	21,120	8	225	80	0.74	AUS
Freesia -- D	163,840	1	150	39	0.36	
Freesia -- I	17,950		35	20	0.18	NLD
Gerbera -- D	654,496	5	120	26	0.24	
Gerbera -- I	0					
Gladiolus -- D	53,430	5	125	80	0.74	
Gladiolus -- I	0					
Gypsophila -- D	329,075	15	400	92	0.85	
Gypsophila -- I	34,701		180	51	0.47	ISR
Heliconia Pendula -- D	287		250	76	0.70	
Heliconia Pendula -- I	290		300	111	1.02	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,076	12	140	56	0.52	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	545		290	120	1.11	AUS NZL ZAF
Lily Casablanca -- D	23,296	30	1,000	400	3.70	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	43,355	22	260	149	1.38	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	745,413	3	75	20	0.19	
Limonium Sinuatum -- I	0					
Molucella -- D	7,960	16	120	62	0.58	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,640		200	69	0.64	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	112,215	5	92	28	0.26	SGP THA
Orchid Cymbidium -- D	24,826	50	3,000	327	3.03	
Orchid Cymbidium -- I	1,305		350	222	2.05	NLD NZL
Orchid Oncidium -- D	6,536	25	550	198	1.83	
Orchid Oncidium -- I	73,175	25	350	172	1.59	SGP TAI THA
Orchid Phalaenopsis -- D	14,665	40	1,600	372	3.44	
Orchid Phalaenopsis -- I	12,905	120	880	467	4.32	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	98,470	5	47	25	0.23	THA
Ornithogalum -- D	29,220	5	82	29	0.27	
Ornithogalum -- I	5,738	16	120	43	0.40	NLD ZAF
Protea King -- D	0					
Protea King -- I	650		1,100	234	2.16	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,089	31	450	127	1.18	AUS NZL
Riceflowers -- D	4,490		230	93	0.86	
Riceflowers -- I	50			135	1.25	AUS NZL
Rose Total -- D	1,034,327	1	2,500	68	0.63	
Rose Total -- I	462,296	1	465	39	0.36	
Rose Amada -- D	12,528	30	210	98	0.91	
Rose Amada -- I	0					
Rose Avalanche -- D	84,840	10	230	53	0.49	
Rose Avalanche -- I	3,745	1	70	28	0.26	IND NLD
Rose Carpe Diem -- D	18,649	12	180	84	0.78	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	33,542	2	130	68	0.63	COL

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Gold Rush -- D	17,808	20	140	72	0.66	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	410		120	61	0.57	
Rose Gold Strike -- I	7,260	7	45	22	0.20	COL IND
Rose Noblesse -- D	4,320		90	37	0.34	
Rose Noblesse -- I	1,620	10	35	21	0.19	IND
Rose Red Roses D --	24,590	10	350	61	0.56	
Rose Red Roses I --	34,291		138	44	0.41	
Rose Red Star -- D	8,248	10	140	61	0.56	
Rose Red Star -- I	0					
Rose Samourai -- D	54,815	15	200	81	0.75	
Rose Samourai -- I	7,930	10	75	48	0.44	IND
Rose Sweet Avalanche -- D	41,230	14	150	59	0.54	
Rose Sweet Avalanche -- I	3,520	5	80	32	0.29	
Rose Sweet Unique -- D	4,525	25	120	65	0.61	
Rose Sweet Unique -- I	3,718	10	90	45	0.42	
Rose Teresa -- D	5,540	20	160	56	0.52	
Rose Teresa -- I	0					
Rose Tineke -- D	20,210	5	130	45	0.42	
Rose Tineke -- I	60		10	10	0.09	IND
Rose Yves Piaget -- D	16,688	15	185	73	0.67	
Rose Yves Piaget -- I	180		72	66	0.61	NLD
Rose Spr Babe -- D	9,195	25	150	79	0.73	
Rose Spr Babe -- I	3,100	21	160	45	0.42	KOR
Rose Spr Lovely Lydia -- D	7,155	30	198	79	0.73	
Rose Spr Lovely Lydia -- I	860	50	65	59	0.54	KOR
Rose Spr Shooting Star -- D	5,665	19	180	83	0.77	
Rose Spr Shooting Star -- I	400		45	37	0.34	KOR NLD
Sandersonia -- D	13,260	50	180	103	0.95	
Sandersonia -- I	0					
Trachelium -- D	50		80	80	0.74	
Trachelium -- I	1,590		145	90	0.83	ISR NLD
Tulip -- D	168,820	3	130	45	0.42	
Tulip -- I	50		220	220	2.03	NLD
Waxflowers -- D	2,070		100	44	0.40	
Waxflowers -- I	12,090	1	90	41	0.38	AUS
Green Foliage						
Beargrass -- D	5		300	300	2.77	
Beargrass -- I	1,737	10	330	130	1.21	USA
Leatherleaves -- D	64,170	4	75	30	0.28	
Leatherleaves -- I	246,890	1	45	22	0.20	USA
Ruscus Israel -- D	5,675		356	46	0.42	
Ruscus Israel -- I	9,910		50	36	0.33	ISR
Ruscus Italian -- D	50		23	23	0.21	
Ruscus Italian -- I	15,285	20	85	42	0.39	ITA
Salal -- D	20			60	0.55	
Salal -- I	21,105	26	650	115	1.06	USA