

## 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.

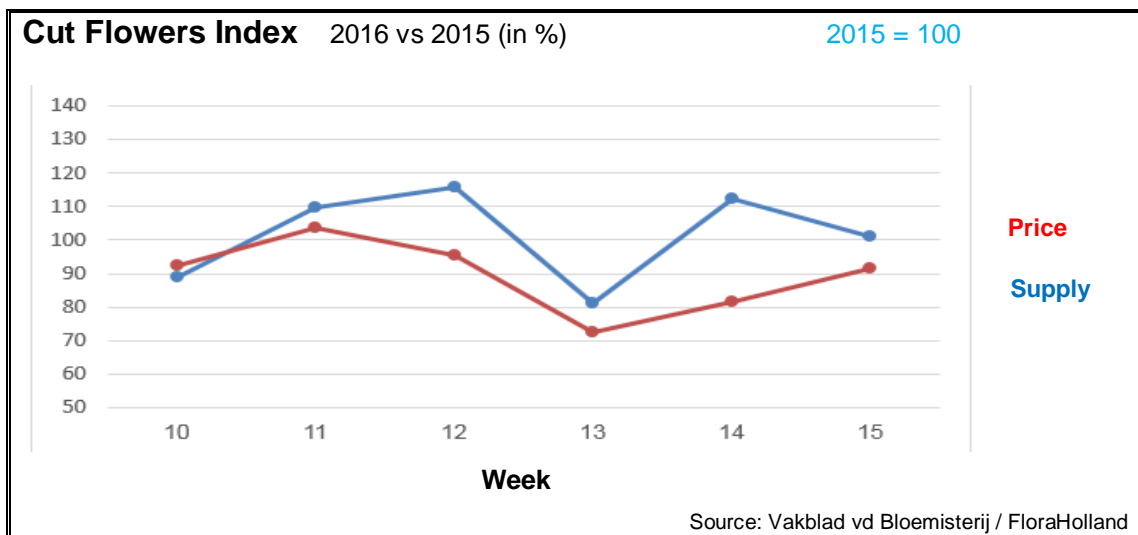
The Market Insider team

Week No. 15-2016

Date: 20/04/2016

#### 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 15 the average price for cut flowers was 8.3% lower than in the same week last year. The total sold quantity was just 1% higher.

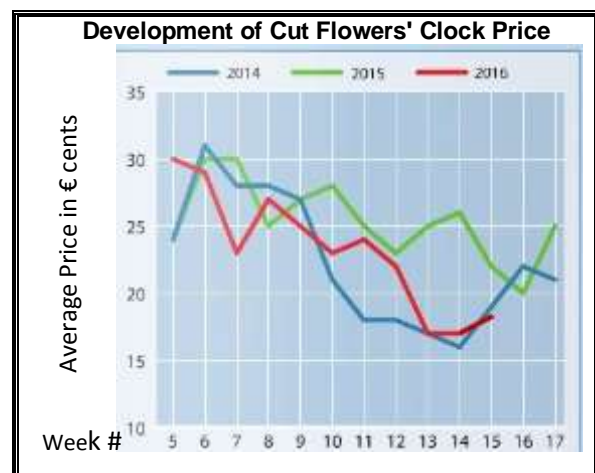
Tulip 'double' was some 29% cheaper, and the number of stems was 40% lower than in this week last year.

Ranunculus got 24% higher price than last year, with 8% more stems sold.

Roses big got 15% more in price than last year, with 10% fewer stems sold.

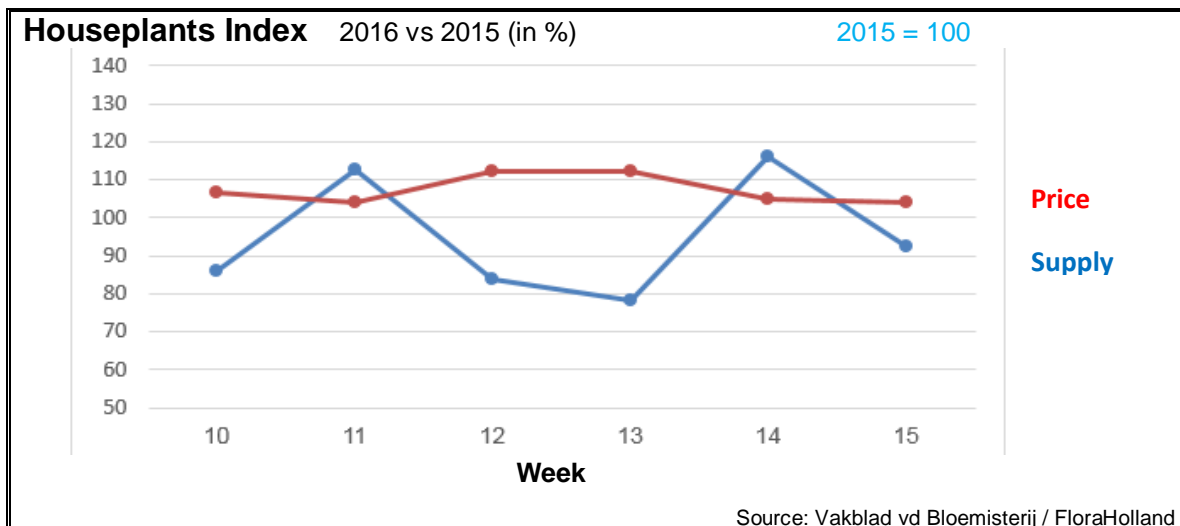
Freesia got 10% better price than last year, with 34% less stems sold.

Eustoma/lisianthus got 22% less in price than last year, with 7.3% fewer stems sold.



Quite some products got better clock prices than last year; stood out with much higher price: anigozanthos, asclepias, gladioli, grevillea, narcissus, roses small, and scabiosa.

Some products got lower clock prices than in last year; stood out with much lower price: chrysanthemum spray, dianthus barbatus, fatsia, lily, peony, and pittosporum.



In week 15 the average price for houseplants was 4% higher, while supply was 8% lower than in this week last year.

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

Pelargonium achieved 6.1% lower price, with some 23% more sold pots.

Arrangements in pot were 1.6% lower in price than in 2015, while supply was 2.7% higher.

Hedera got 0.1% less in price, while supply was 5.7% lower than in 2015.

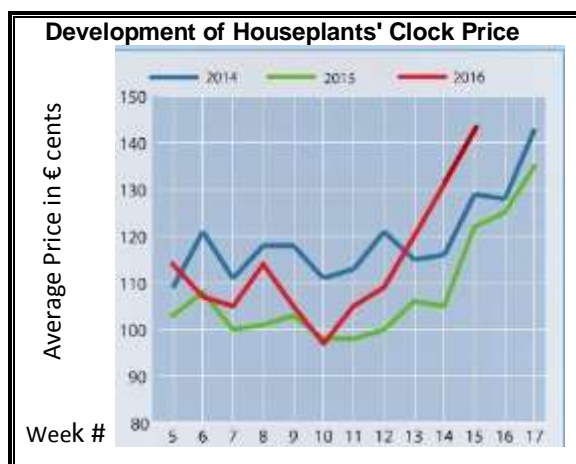
Roses were 35% more expensive in price, while supply was about 13% lower.

Chrysanthemum in pot was 31% better in price than in 2015, while supply was 25% bigger.

Phalaenopsis won 12% in price, with 23% fewer units.

Spathiphyllum won 27% in higher price, with 5% fewer pots than in this week last year.

Hydrangea was 14.3% more expensive in price, while supply was about 11% lower.



**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. W15 Date: 20/04/2016**

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 : 15 in : 2016**

**Index:**

<b>Quantity</b>	Number of stems auctioned in the four reporting auctions together
<b>Lowest</b>	Lowest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Highest</b>	Highest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average</b>	Average stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average US\$</b>	Average stem price, converted to US Dollar, as per the relevant exchange rate given below.
<b>Main Origin</b>	Main countries of origin; See abbreviations in the table at the head of this report.

**Exchange Rate 1 US\$ = 109.15 Yen**

<b>Product Name &amp; Source</b> D = Domestic I = Imported	<b>Quantity</b>	<b>Price in Japanese Yen</b>			<b>Average</b>	<b>Main Origin</b>
		<b>Lowest</b>	<b>Highest</b>	<b>Average</b>	<b>US\$</b>	
<b>Total Cut Flowers Sold</b>	<b>16,841,365</b>					
Alstroemeria -- D	594,856	10	800	48	0.44	
Alstroemeria -- I	2,325		50	26	0.23	COL ISR NLD
Ammi majus -- D	83,515	1	150	29	0.26	
Ammi majus -- I	0					
Anigozanthos -- D	2,550	5	100	41	0.38	
Anigozanthos -- I	800		55	37	0.34	AUS NLD ZWE
Anthurium Pink -- D	81		250	192	1.76	
Anthurium Pink -- I	4,234	5	180	89	0.81	THA
Anthurium Red -- D	449		300	161	1.48	
Anthurium Red -- I	6,023	20	200	95	0.87	AUS THA USA ZAF
Anthurium White -- D	314		180	109	1.00	
Anthurium White -- I	2,399	5	210	114	1.04	THA
Banksia -- D	81		220	195	1.79	
Banksia -- I	128	200	300	228	2.08	AUS NZL
Brodea -- D	330		80	24	0.22	
Brodea -- I	0					
Bupleurum -- D	41,660	10	130	62	0.57	
Bupleurum -- I	0					
Calla -- D	127,227	17	350	60	0.55	
Calla -- I	6,980	26	250	107	0.98	NLD NZL
Carnations Spray -- D	458,581	5	160	50	0.46	
Carnations Spray -- I	598,844	5	65	32	0.29	COL
Carnations Standard -- D	451,027	10	200	55	0.50	
Carnations Standard -- I	773,868	3	190	35	0.33	COL
Chrysanthemum Spray -- D	763,320	3	130	50	0.46	
Chrysanthemum Spray -- I	507,360	10	150	52	0.48	KOR

<u>Product Name &amp; 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>	
Delphinium -- D	165,824	3	400	91	0.83	
Delphinium -- I	0					
Dracaena -- D	16,300	10	2,000	52	0.48	
Dracaena -- I	278,875	5	188	37	0.34	SGP
Eustoma -- D	358,721	10	620	150	1.37	
Eustoma -- I	16,820		50	23	0.21	
Freesia -- D	78,520	11	100	38	0.35	
Freesia -- I	6,000		35	24	0.22	NLD
Gerbera -- D	706,927	5	120	24	0.22	
Gerbera -- I	0					
Gladiolus -- D	74,765	5	125	82	0.75	
Gladiolus -- I	0					
Gypsophila -- D	328,925	4	400	66	0.60	
Gypsophila -- I	24,490		100	39	0.36	ISR
Heliconia Pendula -- D	720		150	45	0.42	
Heliconia Pendula -- I	246		300	120	1.10	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,760	9	120	46	0.42	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	240		290	163	1.49	AUS NZL ZAF
Lily Casablanca -- D	22,850	15	1,000	350	3.21	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	50,374	22	250	148	1.35	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	764,220	3	70	18	0.17	
Limonium Sinuatum -- I	0					
Molucella -- D	8,350	15	120	59	0.54	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,418		180	64	0.59	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	102,830	10	102	27	0.25	SGP THA
Orchid Cymbidium -- D	21,527	30	3,000	309	2.83	
Orchid Cymbidium -- I	2,389		300	177	1.63	NLD NZL
Orchid Oncidium -- D	5,435	15	500	188	1.73	
Orchid Oncidium -- I	79,090	15	300	159	1.46	SGP TAI THA
Orchid Phalaenopsis -- D	14,150	30	1,800	320	2.93	
Orchid Phalaenopsis -- I	10,952	83	880	447	4.09	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	109,340	7	50	23	0.21	THA
Ornithogalum -- D	37,640	3	90	27	0.25	
Ornithogalum -- I	5,282	1	85	41	0.38	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,141	42	1,000	170	1.56	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,673	10	560	112	1.02	AUS NZL
Riceflowers -- D	3,795		250	87	0.80	
Riceflowers -- I	0					
<b>Rose Total -- D</b>	<b>1,005,686</b>	<b>1</b>	<b>2,500</b>	<b>62</b>	<b>0.57</b>	
<b>Rose Total -- I</b>	<b>280,029</b>	<b>1</b>	<b>465</b>	<b>42</b>	<b>0.38</b>	
Rose Amada -- D	11,847	29	210	89	0.82	
Rose Amada -- I	0					
Rose Avalanche -- D	75,402	10	180	55	0.50	
Rose Avalanche -- I	1,865	5	50	15	0.14	IND NLD
Rose Carpe Diem -- D	20,121	10	160	72	0.66	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	28,287	20	120	60	0.55	COL

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin	
		Lowest	Highest	Average	US\$		
Rose Gold Rush -- D	17,010	15	130	65	0.60		
Rose Gold Rush -- I	0						
Rose Gold Strike -- D	880		80	45	0.42		
Rose Gold Strike -- I	120		25	22	0.20	COL IND	
Rose Noblesse -- D	3,030		70	32	0.30		
Rose Noblesse -- I	0						
Rose Red Roses D --	26,181	7	350	53	0.48		
Rose Red Roses I --	15,076		94	49	0.45		
Rose Red Star -- D	9,215	15	140	53	0.48		
Rose Red Star -- I	0						
Rose Samourai -- D	51,810	20	185	74	0.68		
Rose Samourai -- I	100		20	20	0.18	IND	
Rose Sweet Avalanche -- D	34,300		160	57	0.53		
Rose Sweet Avalanche -- I	2,240	10	50	24	0.22		
Rose Sweet Unique -- D	3,860	25	150	64	0.58		
Rose Sweet Unique -- I	460		80	72	0.66		
Rose Teresa -- D	5,290	15	120	51	0.47		
Rose Teresa -- I	0						
Rose Tineke -- D	19,280	5	130	41	0.37		
Rose Tineke -- I	0						
Rose Yves Piaget -- D	16,567	20	185	70	0.64		
Rose Yves Piaget -- I	390		100	69	0.63	NLD	
Rose Spr Babe -- D	8,255	20	130	68	0.62		
Rose Spr Babe -- I	1,910	19	70	39	0.36	KOR	
Rose Spr Lovely Lydia -- D	8,100	20	120	67	0.61		
Rose Spr Lovely Lydia -- I	1,010	55	65	59	0.54	KOR	
Rose Spr Shooting Star -- D	5,850	19	150	70	0.65		
Rose Spr Shooting Star -- I	0						
Sandersonia -- D	17,019	35	140	94	0.86		
Sandersonia -- I	0						
Trachelium -- D	50		100	100	0.92		
Trachelium -- I	1,750		135	92	0.84	ISR NLD	
Tulip -- D	43,370	5	130	37	0.33		
Tulip -- I	0						
Waxflowers -- D	2,290		80	48	0.44		
Waxflowers -- I	6,630	10	90	56	0.51	AUS	
<b>Green Foliage</b>							
Beargrass -- D	8		300	280	2.57		
Beargrass -- I	570	200	350	310	2.84	USA	
Leatherleaves -- D	86,890	5	60	28	0.26		
Leatherleaves -- I	207,270	5	40	21	0.20	USA	
Ruscus Israel -- D	5,950		55	28	0.25		
Ruscus Israel -- I	8,000		40	31	0.28	ISR	
Ruscus Italian -- D	0						
Ruscus Italian -- I	11,065	12	70	43	0.39	ITA	
Salal -- D	20			50	0.46		
Salal -- I	17,700	25	700	110	1.01	USA	