

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.

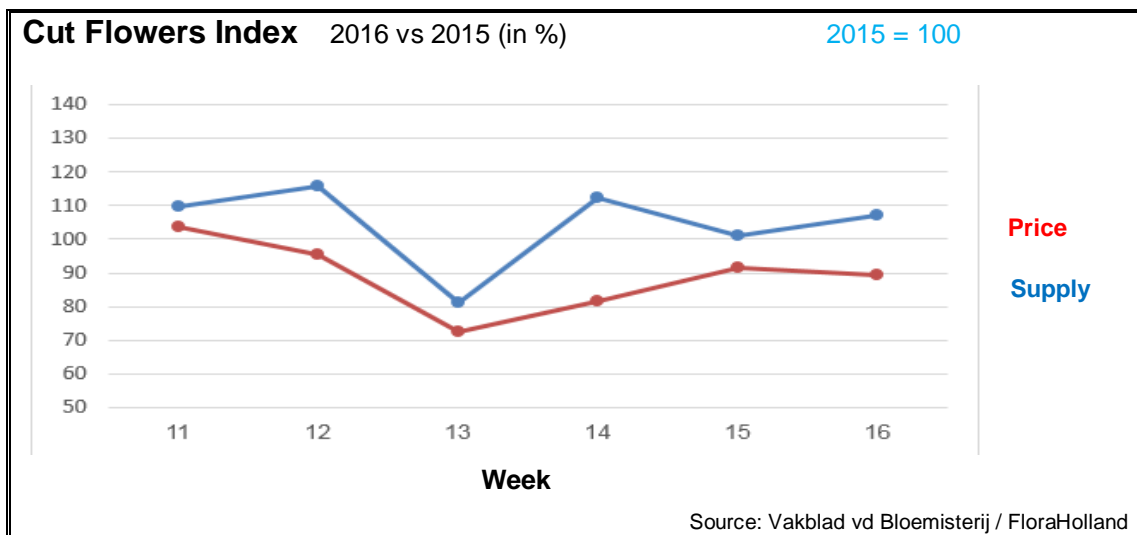
The Market Insider team

Week No. 16-2016

Date: 27/04/2016

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 16 the average price for cut flowers was 10% lower than in the same week last year. The total sold quantity was 7% higher.

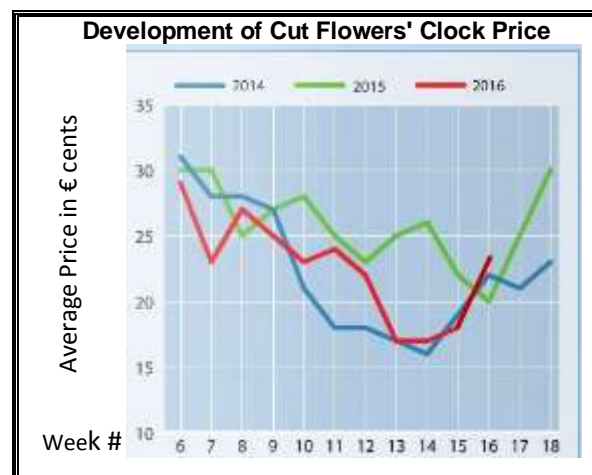
Roses big got 9% less in price than last year, with 6% more stems sold.

Tulip was 15.5% cheaper, and the number of stems was 29% higher than in this week last year.

Ranunculi got 20% higher price than last year, with 16% fewer stems sold.

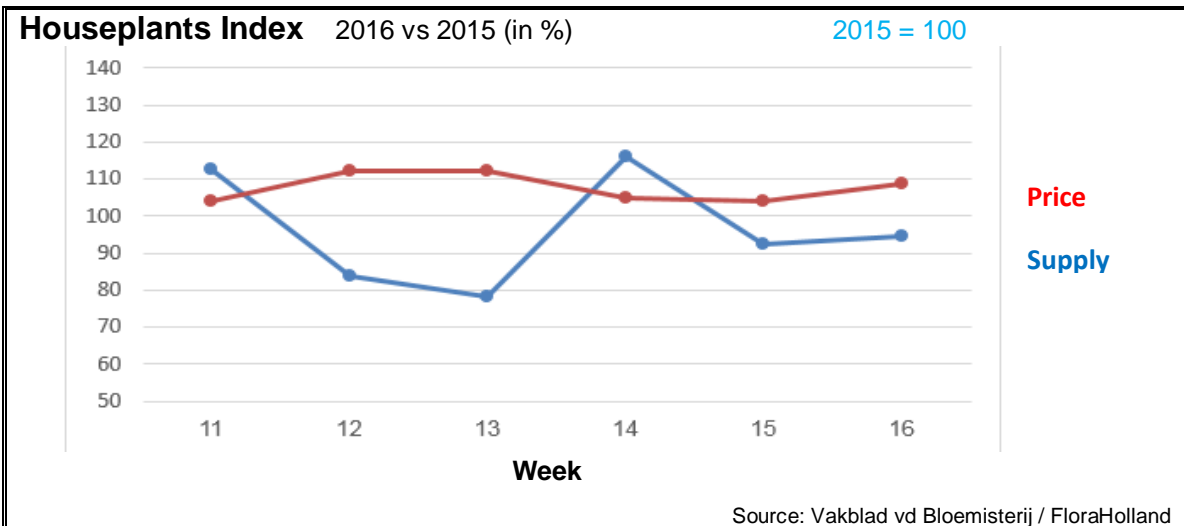
Cymbidium got 9.3% better price than last year, with 11% less stems sold.

Gerbera mini got 26% less in price than last year, with 10% fewer stems sold.



Quite some products got better clock prices than last year; stood out with much higher price: anemone, anigozanthos, anthurium, aster, chamelaucium/wax flower, chrysanthemum spray, delphinium, gladioli, narcissus, solidago, and trachelium.

Some products got lower clock prices than in last year; remarkable were: dianthus barbatus, fatsia, pittosporum, and tulip.



In week 16 the average price for houseplants was 9% higher, while supply was 5.4% lower than in this week last year.

Phalaenopsis won 10% in price, with 6% more units.

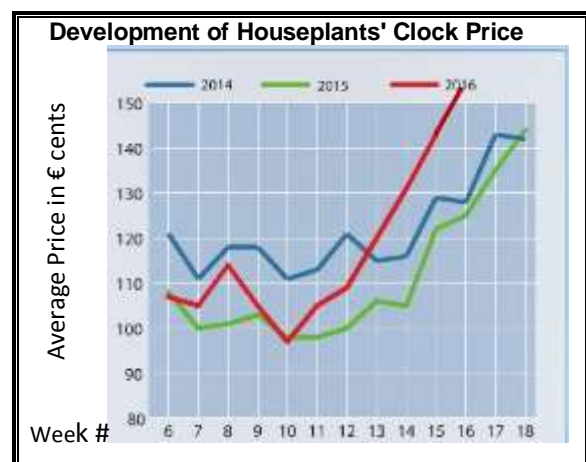
Rose in pot was 9.5% more expensive; with 4.7% more sold pots.

Various orchids achieved 0.2% lower price, with some 60% more sold pots.

Zantedeschia in pot was 3% higher in price than in 2015, while supply was 21% higher.

Ficus got 27% more in price, while supply was 11% lower than in 2015.

Dracaena was 8% more expensive in price, while supply was about 10% lower.



MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



International
Trade
Centre

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. W16 Date: 27/04/2016

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 : 16 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\$ = 110.98 Yen

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	17,832,522					
Alstroemeria -- D	668,121	5	800	45	0.41	
Alstroemeria -- I	420		50	31	0.28	COL
Ammi majus -- D	72,370	2	160	29	0.26	
Ammi majus -- I	0					
Anigozanthos -- D	1,110	35	120	70	0.63	
Anigozanthos -- I	100		40	30	0.27	AUS NLD ZWE
Anthurium Pink -- D	101		220	160	1.44	
Anthurium Pink -- I	4,870	20	170	79	0.71	THA
Anthurium Red -- D	596		240	146	1.32	
Anthurium Red -- I	7,153	20	200	86	0.78	AUS THA USA ZAF
Anthurium White -- D	320		180	76	0.68	
Anthurium White -- I	2,984	10	190	96	0.87	THA
Banksia -- D	32		220	216	1.95	
Banksia -- I	260	143	400	219	1.98	AUS NZL
Brodea -- D	210		100	26	0.23	
Brodea -- I	300		100	76	0.68	NLD ZAF
Bupleurum -- D	40,045	10	114	58	0.52	
Bupleurum -- I	0					
Calla -- D	127,665	10	350	57	0.51	
Calla -- I	7,670	10	250	106	0.96	NLD NZL
Carnations Spray -- D	543,886	4	160	52	0.47	
Carnations Spray -- I	639,984	11	65	34	0.30	COL
Carnations Standard -- D	558,504	5	160	55	0.49	
Carnations Standard -- I	797,354	5	250	37	0.34	COL
Chrysanthemum Spray -- D	840,540	3	120	41	0.37	
Chrysanthemum Spray -- I	549,775	5	150	47	0.42	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	203,188	5	350	77	0.69	
Delphinium -- I	0					
Dracaena -- D	29,704	15	255	48	0.43	
Dracaena -- I	253,409	1	180	36	0.33	SGP
Eustoma -- D	386,153	20	750	153	1.38	
Eustoma -- I	160		52	52	0.47	
Freesia -- D	44,170	10	70	38	0.34	
Freesia -- I	6,000		35	23	0.21	NLD
Gerbera -- D	661,251	4	120	21	0.19	
Gerbera -- I	0					
Gladiolus -- D	85,650	10	125	69	0.62	
Gladiolus -- I	0					
Gypsophila -- D	443,735	4	400	53	0.48	
Gypsophila -- I	24,720		100	35	0.31	ISR
Heliconia Pendula -- D	380		220	60	0.54	
Heliconia Pendula -- I	335		700	125	1.13	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,549	6	140	47	0.43	AUS NZL ZAF
Leucospermum Cordifolium -- D	25		490	298	2.69	
Leucospermum Cordifolium -- I	305		290	123	1.11	AUS NZL ZAF
Lily Casablanca -- D	18,306	40	1,000	373	3.36	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	59,360	5	250	115	1.03	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	695,815	2	70	20	0.18	
Limonium Sinuatum -- I	0					
Molucella -- D	7,900	11	120	67	0.60	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,400		250	88	0.79	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	82,010	10	70	30	0.27	SGP THA
Orchid Cymbidium -- D	19,959	20	3,000	309	2.78	
Orchid Cymbidium -- I	714		300	140	1.27	NLD NZL
Orchid Oncidium -- D	4,575	25	550	194	1.75	
Orchid Oncidium -- I	85,365	5	280	143	1.29	SGP TAI THA
Orchid Phalaenopsis -- D	13,594	11	1,600	308	2.78	
Orchid Phalaenopsis -- I	12,444	50	900	425	3.83	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	123,050	10	49	26	0.24	THA
Ornithogalum -- D	54,970	2	140	27	0.25	
Ornithogalum -- I	4,561	20	85	47	0.42	NLD ZAF
Protea King -- D	40		1,050	919	8.28	
Protea King -- I	796		1,560	256	2.30	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,682	12	1,650	116	1.04	AUS NZL
Riceflowers -- D	4,150		230	117	1.05	
Riceflowers -- I	80		207	203	1.83	AUS NZL
Rose Total -- D	1,080,844	1	5,000	67	0.60	
Rose Total -- I	253,259	1	465	44	0.40	
Rose Amada -- D	11,790	30	210	94	0.85	
Rose Amada -- I	0					
Rose Avalanche -- D	72,960	20	180	66	0.60	
Rose Avalanche -- I	1,940	10	70	22	0.20	IND NLD
Rose Carpe Diem -- D	20,611	20	160	77	0.70	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	28,543		120	61	0.55	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	18,070	15	135	70	0.63	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	1,310		100	47	0.43	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	3,300	15	80	36	0.32	
Rose Noblesse -- I	0					
Rose Red Roses D --	34,717	8	450	50	0.45	
Rose Red Roses I --	13,748		120	59	0.53	
Rose Red Star -- D	9,425	10	140	53	0.48	
Rose Red Star -- I	0					
Rose Samurai -- D	54,885	19	185	80	0.72	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	37,345	15	160	64	0.58	
Rose Sweet Avalanche -- I	1,760	11	50	26	0.24	
Rose Sweet Unique -- D	3,100	30	120	73	0.66	
Rose Sweet Unique -- I	660	10	80	47	0.42	COL
Rose Teresa -- D	5,150	15	100	54	0.48	
Rose Teresa -- I	0					
Rose Tineke -- D	25,195	10	130	47	0.42	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	13,737	30	180	82	0.74	
Rose Yves Piaget -- I	370		90	64	0.58	NLD
Rose Spr Babe -- D	8,425	20	200	72	0.65	
Rose Spr Babe -- I	1,228		41	35	0.31	KOR
Rose Spr Lovely Lydia -- D	7,110	20	111	68	0.61	
Rose Spr Lovely Lydia -- I	1,190	20	65	50	0.45	KOR
Rose Spr Shooting Star -- D	6,850	20	156	72	0.65	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	25,320	40	180	84	0.75	
Sandersonia -- I	0					
Trachelium -- D	50		70	70	0.63	
Trachelium -- I	1,700		135	78	0.70	ISR NLD
Tulip -- D	17,470	2	120	23	0.21	
Tulip -- I	0					
Waxflowers -- D	3,130		80	51	0.46	
Waxflowers -- I	3,830		80	56	0.50	AUS
Green Foliage						
Beargrass -- D	5		300	300	2.70	
Beargrass -- I	410	210	330	278	2.51	USA
Leatherleaves -- D	111,010	5	55	27	0.24	
Leatherleaves -- I	190,720	8	35	22	0.20	USA
Ruscus Israel -- D	5,190		55	28	0.26	
Ruscus Israel -- I	7,890		45	32	0.29	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	15,890	12	85	41	0.37	ITA
Salal -- D	0					
Salal -- I	16,005	30	700	143	1.29	USA