

## 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.

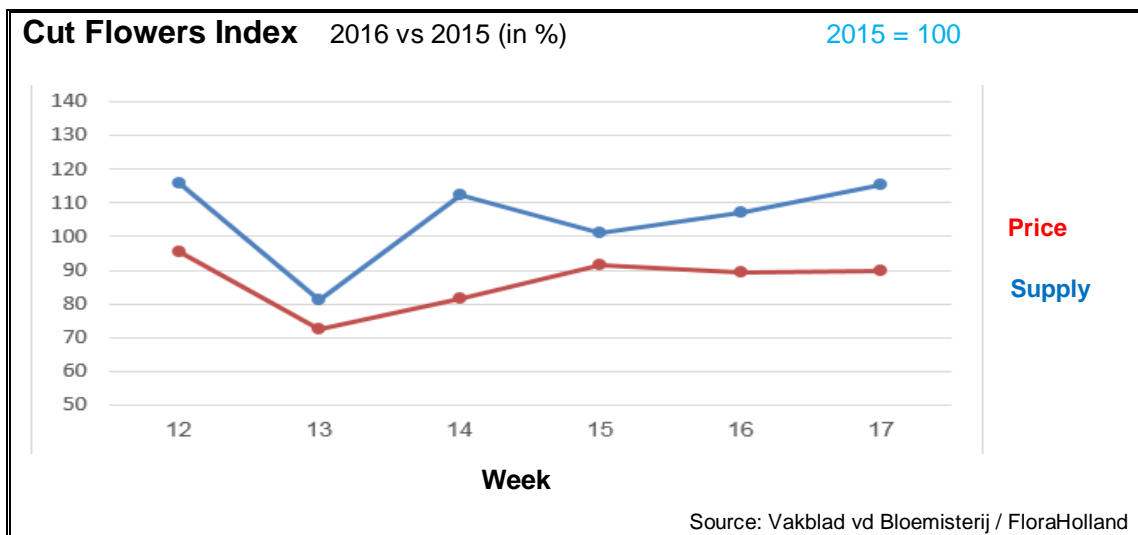
The Market Insider team

Week No. 17-2016

Date: 04/05/2016

#### 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 17 the average price for cut flowers was 10.2% lower than in the same week last year (Yet, as we can see, clock-only price was a bit higher than last year).

The total sold quantity was 15.4% higher.

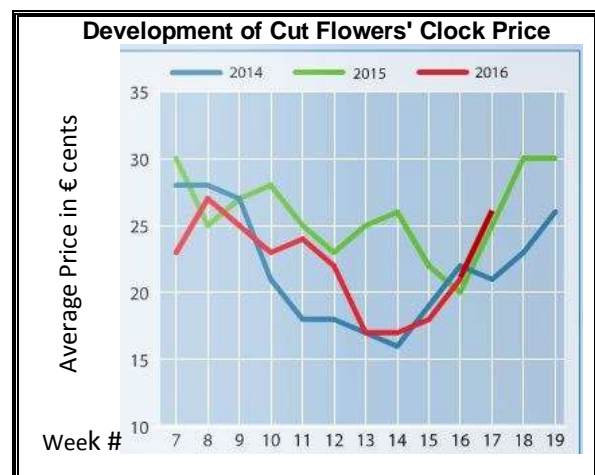
Roses big got 17.3% less in price than last year, with 15% more stems sold.

Gerbera mini got 21.3% less in price than last year, with 16% more stems sold.

Tulip was 6% cheaper, and the number of stems was 56% higher than in this week last year.

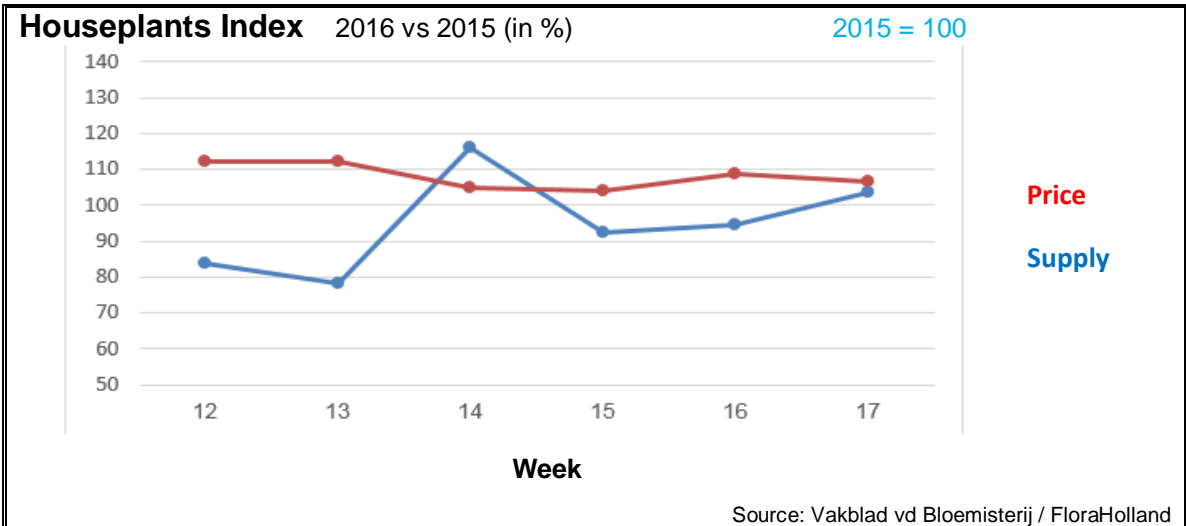
Lily LA got 29% higher price than last year, with 5% fewer stems sold.

Peony got 14.5% better price than last year, with 20% more stems sold.



Quite some products got better clock prices than last year; stood out with much higher price: achillea, anigozanthos, asparagus, chamelaucium/wax flower, chrysanthemum spray, gerbera big, ranunculi, solidago, and trachelium.

Some products got lower clock prices than in last year; remarkable were: agapanthus, fatsia, gladioli, and phlox



In week 17 the average price for houseplants was 6.7% higher, while supply was 3.6% bigger than in this week last year.

Almost all products got better prices this year than in the same week last year.

Begonia won 20% in price, with 6% fewer units.

Various houseplants was 17% more expensive; with 10% less sold pots than last year.

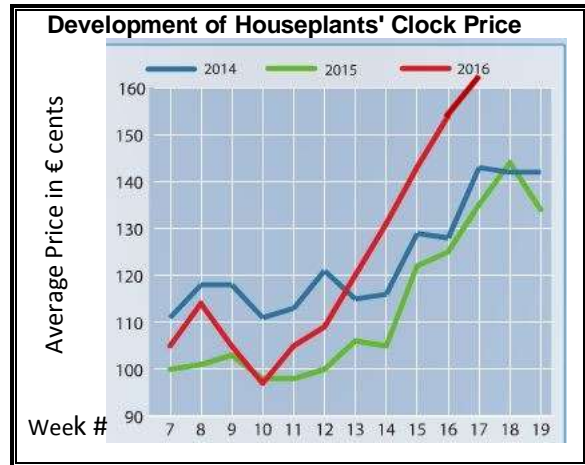
Hydrangea achieved 15% higher price, with some 5% fewer sold pots.

Mandevilla was 14% higher in price than in 2015, while supply was 23% lower.

Dracaena was 12% more expensive in price, while supply was about 8% lower.

Ficus got 9.4% more in price, while supply was 5% lower than in 2015.

Kalanchoe was 10.3% more expensive in price, while supply was about 3% 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. W17 Date: 04/05/2016**

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 : 17 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\$ = 106.27 Yen**

<u>Product Name &amp; Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>21,400,708</b>					
Alstroemeria -- D	537,356	5	800	45	0.42	
Alstroemeria -- I	420		50	29	0.27	COL
Ammi majus -- D	55,560	5	150	35	0.33	
Ammi majus -- I	0					
Anigozanthos -- D	3,873	10	130	44	0.41	
Anigozanthos -- I	180		180	143	1.35	AUS NLD ZWE
Anthurium Pink -- D	138		500	168	1.58	
Anthurium Pink -- I	6,073	14	170	73	0.68	THA
Anthurium Red -- D	694		240	116	1.09	
Anthurium Red -- I	8,421	1	220	74	0.70	AUS THA USA ZAF
Anthurium White -- D	671		180	55	0.52	
Anthurium White -- I	2,859	1	210	97	0.92	THA
Banksia -- D	12		220	220	2.07	
Banksia -- I	216	150	400	235	2.21	AUS NZL
Brodea -- D	100		60	32	0.30	
Brodea -- I	0					
Bupleurum -- D	47,495	9	120	60	0.56	
Bupleurum -- I	0					
Calla -- D	122,090	7	320	55	0.52	
Calla -- I	6,433	30	250	107	1.01	NLD NZL
Carnations Spray -- D	655,602	7	160	59	0.55	
Carnations Spray -- I	1,421,257	1	200	35	0.33	COL
Carnations Standard -- D	683,187	5	270	65	0.61	
Carnations Standard -- I	2,434,682	1	280	37	0.35	COL
Chrysanthemum Spray -- D	835,790	1	130	41	0.39	
Chrysanthemum Spray -- I	553,820	5	150	47	0.45	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>	
<u>D = Domestic I = Imported</u>						
Delphinium -- D	237,010	2	300	63	0.59	
Delphinium -- I	0					
Dracaena -- D	39,365	16	900	50	0.47	
Dracaena -- I	291,224	1	150	40	0.38	SGP
Euphorbia Marginata -- D	720		80	61	0.57	
Euphorbia Marginata -- I	0					
Eustoma -- D	387,765	10	700	160	1.51	
Eustoma -- I	520		26	23	0.22	
Freesia -- D	23,950	3	70	33	0.31	
Freesia -- I	3,000		35	22	0.21	NLD
Gerbera -- D	592,460	3	250	25	0.24	
Gerbera -- I	0					
Gladiolus -- D	96,620	10	120	62	0.58	
Gladiolus -- I	0					
Gypsophila -- D	539,997	5	350	48	0.45	
Gypsophila -- I	25,443		120	34	0.32	ISR
Heliconia Pendula -- D	30		175	143	1.35	
Heliconia Pendula -- I	380		700	111	1.05	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,283	10	220	47	0.44	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	865		290	138	1.30	AUS NZL ZAF
Lily Casablanca -- D	19,488	20	1,000	426	4.01	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	57,495	1	220	93	0.88	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	712,918	1	70	21	0.19	
Limonium Sinuatum -- I	0					
Molucella -- D	7,550	20	110	69	0.65	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	707		220	99	0.93	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	71,580	8	147	42	0.39	SGP THA
Orchid Cymbidium -- D	16,296	10	3,000	345	3.24	
Orchid Cymbidium -- I	1,471	34	1,000	313	2.95	NLD NZL
Orchid Oncidium -- D	4,029	25	550	179	1.68	
Orchid Oncidium -- I	101,885	1	250	104	0.98	SGP TAI THA
Orchid Phalaenopsis -- D	13,866	25	1,600	310	2.92	
Orchid Phalaenopsis -- I	12,081	36	880	399	3.76	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	139,370	10	54	30	0.28	THA
Ornithogalum -- D	53,746	3	120	25	0.24	
Ornithogalum -- I	3,929	23	85	49	0.46	NLD ZAF
Protea King -- D	202		2,400	977	9.19	
Protea King -- I	426		1,650	450	4.23	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,567	6	600	105	0.99	AUS NZL
Riceflowers -- D	6,120		200	103	0.96	
Riceflowers -- I	0					
<b>Rose Total -- D</b>	<b>1,271,900</b>	<b>1</b>	<b>2,500</b>	<b>74</b>	<b>0.70</b>	
<b>Rose Total -- I</b>	<b>281,815</b>	<b>1</b>	<b>465</b>	<b>48</b>	<b>0.45</b>	
Rose Amada -- D	15,578	25	210	92	0.87	
Rose Amada -- I	0					
Rose Avalanche -- D	81,520	11	183	83	0.78	
Rose Avalanche -- I	1,300	20	60	42	0.40	IND NLD
Rose Carpe Diem -- D	23,780	20	160	83	0.78	
Rose Carpe Diem -- I	0					

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Freedom -- D	0					
Rose Freedom -- I	29,211	30	140	67	0.63	COL
Rose Gold Rush -- D	23,545	10	150	70	0.66	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	930		100	52	0.49	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	5,825	10	86	35	0.33	
Rose Noblesse -- I	0					
Rose Red Roses D --	44,607	5	450	51	0.48	
Rose Red Roses I --	13,708		120	66	0.62	
Rose Red Star -- D	9,895	10	140	60	0.56	
Rose Red Star -- I	0					
Rose Samurai -- D	66,290	20	185	82	0.77	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	41,340	20	160	77	0.73	
Rose Sweet Avalanche -- I	680	20	60	37	0.35	
Rose Sweet Unique -- D	3,305	30	150	72	0.68	
Rose Sweet Unique -- I	1,200	20	100	44	0.41	
Rose Teresa -- D	8,250	10	130	53	0.49	
Rose Teresa -- I	0					
Rose Tineke -- D	28,995	3	150	57	0.54	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	15,407	30	210	104	0.98	
Rose Yves Piaget -- I	560		80	68	0.64	NLD
Rose Spr Babe -- D	8,470	10	150	89	0.83	
Rose Spr Babe -- I	1,240		120	49	0.46	KOR
Rose Spr Lovely Lydia -- D	8,310	30	170	86	0.81	
Rose Spr Lovely Lydia -- I	1,810	40	90	68	0.64	KOR
Rose Spr Shooting Star -- D	5,490	20	171	81	0.77	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	24,940	45	140	77	0.72	
Sandersonia -- I	0					
Trachelium -- D	650		100	77	0.72	
Trachelium -- I	1,350		135	90	0.84	ISR NLD
Tulip -- D	2,610	5	100	33	0.31	
Tulip -- I	0					
Waxflowers -- D	2,895		90	52	0.49	
Waxflowers -- I	1,080	10	80	55	0.52	AUS
<u>Green Foliage</u>						
Beargrass -- D	6		300	300	2.82	
Beargrass -- I	430	88	350	272	2.56	USA
Leatherleaves -- D	123,490	8	60	26	0.25	
Leatherleaves -- I	278,270		45	20	0.19	USA
Ruscus Israel -- D	5,400		70	33	0.31	
Ruscus Israel -- I	25,840		60	31	0.29	ISR
Ruscus Italian -- D	100		75	75	0.71	
Ruscus Italian -- I	11,600	15	80	45	0.42	ITA
Salal -- D	1,300			45	0.42	
Salal -- I	27,805	28	750	168	1.59	USA