

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.

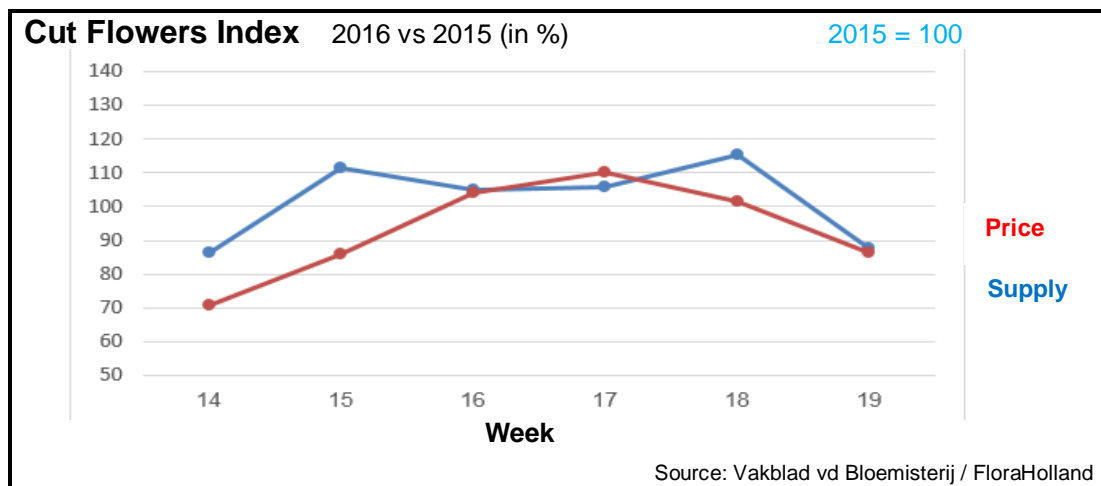
The Market Insider team

Week No. 19-2016

Date: 18/05/2016

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 19 the average price for cut flowers was 13.5% (-4 cent) lower than in the same week last year. The total sold quantity was 12% lower.

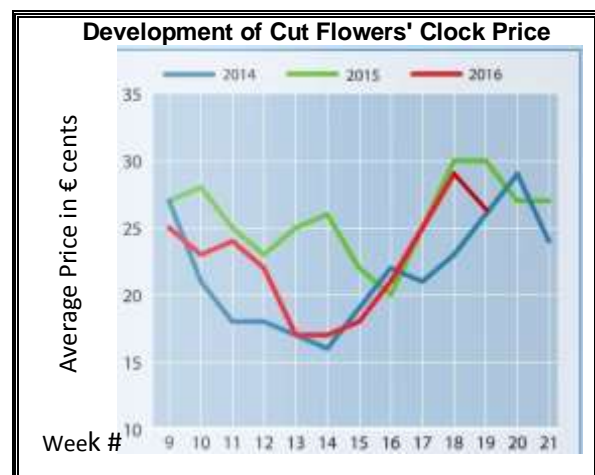
Roses big got 8.2% less in price than last year, with 27% fewer stems sold.

Peony achieved 10% better price than last year, with 8% more stems sold.

Chrysanthemum spray got 12% better price, with 0.5% more stems sold.

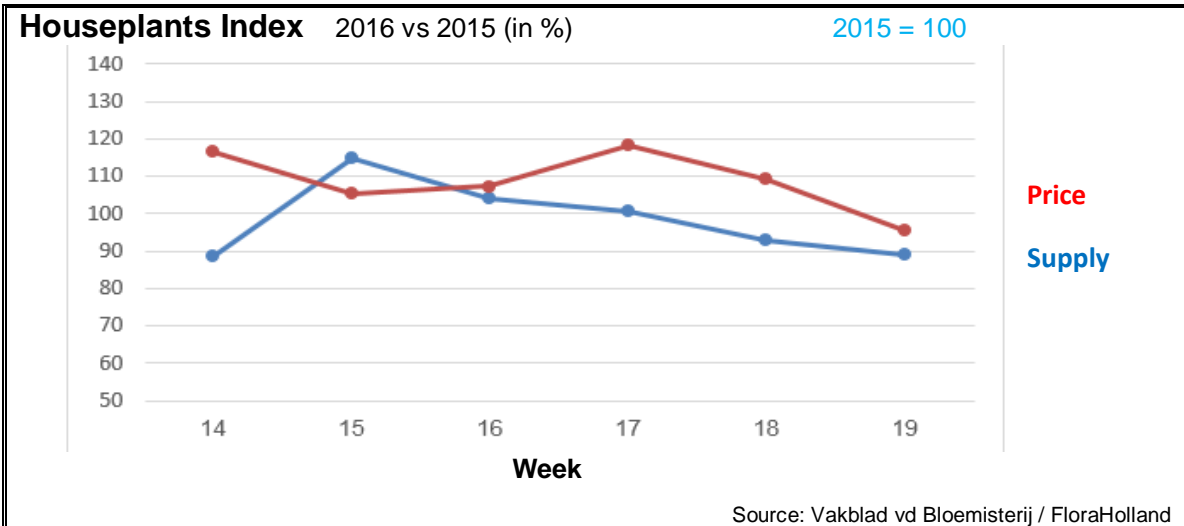
Gerbera mini got 54% less in price than last year, with 14% fewer stems sold.

Lily oriental got 16.6% lower price, with 5% more stems sold.



Some products got better clock prices than last year; stood out with much higher price: eucalyptus, helianthus, scabiosa, solidago, and wax flower.

Most products got lower clock prices than in last year; remarkable were: aconitum, agapanthus, anemone, aspidistra, fatsia, matthiola, ranunculi, and tulip.



In week 19 the average price for houseplants was 4.8% lower, while supply was 11% higher than in this week last year.

Phalaenopsis was 2.5% cheaper; with 33% fewer sold pots than last year.

Kalanchoe got 6% more in price, while supply was 5% lower than in 2015.

Hydrangea achieved 11% higher price, with some 12% fewer sold pots.

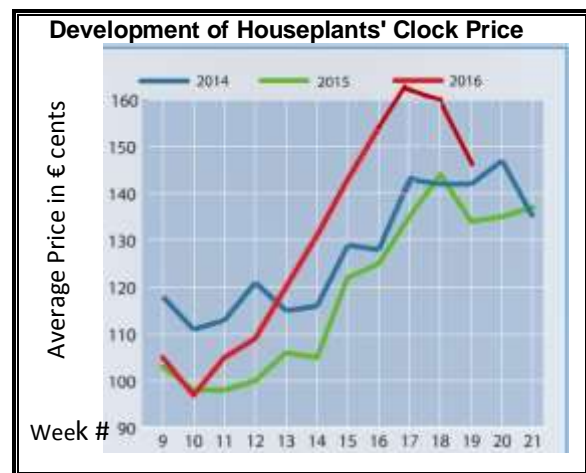
Rose in pot was 10% cheaper, while supply was about 52% lower.

Anthurium was 7.8% higher in price than in 2015, while supply was 22% lower.

Bougainvillea was 22% more expensive in price.

Hibiscus won 13% in price.

Mandevilla was 37% more expensive in price, while supply was about 12% higher than last year.



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. W19 Date: 18/05/2016

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 : 19 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\$ = 109.05 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	16,028,761					
Achilea -- D	60			50	0.46	
Achilea -- I	0					
Alstroemeria -- D	480,167	5	600	46	0.42	
Alstroemeria -- I	0					
Ammi majus -- D	33,100	1	150	41	0.38	
Ammi majus -- I	0					
Anigozanthos -- D	3,845	20	150	82	0.75	
Anigozanthos -- I	220		170	76	0.70	AUS NLD ZWE
Anthurium Pink -- D	82		180	132	1.21	
Anthurium Pink -- I	9,504	1	170	44	0.40	THA
Anthurium Red -- D	480		200	107	0.98	
Anthurium Red -- I	11,531	1	280	52	0.47	AUS THA USA ZAF
Anthurium White -- D	224		180	56	0.51	
Anthurium White -- I	4,911	1	170	57	0.52	THA
Banksia -- D	0					
Banksia -- I	293	80	300	174	1.59	AUS NZL
Brodea -- D	60			25	0.23	
Brodea -- I	0					
Bupleurum -- D	43,255	2	153	41	0.37	
Bupleurum -- I	0					
Calla -- D	88,260	2	280	58	0.53	
Calla -- I	3,489	6	230	87	0.80	NLD NZL
Carnations Spray -- D	559,799	3	160	29	0.27	
Carnations Spray -- I	382,660	1	170	26	0.24	COL
Carnations Standard -- D	614,704	1	250	37	0.34	
Carnations Standard -- I	556,578	1	175	27	0.25	COL

<u>Product Name & 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>	
Chrysanthemum Spray -- D	784,970	1	120	42	0.39	
Chrysanthemum Spray -- I	514,022	1	150	43	0.39	KOR
Delphinium -- D	200,021	5	250	68	0.63	
Delphinium -- I	0					
Dracaena -- D	25,890	1	350	35	0.32	
Dracaena -- I	255,082		150	27	0.24	SGP
Euphorbia Marginata -- D	1,260		70	41	0.38	
Euphorbia Marginata -- I	0					
Eustoma -- D	360,124	10	750	165	1.51	
Eustoma -- I	0					
Freesia -- D	2,100		35	13	0.12	
Freesia -- I	0					
Gentiana -- D	700	60	180	144	1.32	
Gentiana -- I	0					
Gerbera -- D	428,773	1	130	25	0.23	
Gerbera -- I	0					
Gladiolus -- D	65,520	3	120	60	0.55	
Gladiolus -- I	0					
Gypsophila -- D	363,290	2	1,086	37	0.34	
Gypsophila -- I	24,814		70	26	0.24	ISR
Heliconia Caribea -- D	0					
Heliconia Caribea -- I	12	250	330	290	2.66	
Heliconia Pendula -- D	1,000		150	40	0.37	
Heliconia Pendula -- I	159		250	124	1.14	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	2,718	5	138	50	0.46	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,800		250	123	1.13	AUS NZL ZAF
Lily Casablanca -- D	21,010	35	1,000	388	3.55	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	56,548	1	270	82	0.75	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	583,180	1	100	21	0.19	
Limonium Sinuatum -- I	0					
Molucella -- D	6,466	8	100	51	0.47	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	678		250	134	1.23	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	47,330	3	85	42	0.38	SGP THA
Orchid Cymbidium -- D	11,758	40	3,000	391	3.58	
Orchid Cymbidium -- I	1,378	24	1,250	513	4.71	NLD NZL
Orchid Oncidium -- D	3,474	25	600	191	1.75	
Orchid Oncidium -- I	55,330	10	280	155	1.42	SGP TAI THA
Orchid Phalaenopsis -- D	12,068	20	1,600	339	3.11	
Orchid Phalaenopsis -- I	13,132	28	880	390	3.57	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	99,580	10	70	30	0.28	THA
Ornithogalum -- D	20,440	3	130	34	0.31	
Ornithogalum -- I	373	80	85	84	0.77	NLD ZAF
Protea King -- D	305		1,800	712	6.53	
Protea King -- I	116	600	1,500	961	8.82	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,036	10	1,680	166	1.52	AUS NZL
Riceflowers -- D	1,780		200	84	0.77	
Riceflowers -- I	0					
Rose Total -- D	1,096,749	1	2,500	73	0.67	
Rose Total -- I	192,476	1	700	46	0.42	

<u>Product Name & 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>	
Rose Amada -- D	12,286	25	200	100	0.92	
Rose Amada -- I	0					
Rose Avalanche -- D	77,008	10	180	77	0.71	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	24,542	20	185	78	0.71	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	21,309		140	63	0.58	COL
Rose Gold Rush -- D	19,870	8	170	69	0.64	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	930		100	50	0.46	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	5,060	5	70	35	0.32	
Rose Noblesse -- I	0					
Rose Red Roses D --	31,787	10	420	57	0.53	
Rose Red Roses I --	13,794		100	57	0.52	
Rose Red Star -- D	8,364	11	153	61	0.56	
Rose Red Star -- I	0					
Rose Samurai -- D	58,374	1	200	82	0.75	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	33,985	10	150	71	0.65	
Rose Sweet Avalanche -- I	80		30	30	0.28	
Rose Sweet Unique -- D	3,550	30	120	77	0.70	
Rose Sweet Unique -- I	1,600	10	80	33	0.31	COL
Rose Teresa -- D	12,255	10	120	51	0.46	
Rose Teresa -- I	0					
Rose Tineke -- D	25,500	4	130	56	0.52	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	14,600	10	185	94	0.86	
Rose Yves Piaget -- I	590		75	55	0.50	NLD
Rose Spr Babe -- D	9,620	10	140	73	0.67	
Rose Spr Babe -- I	30		4	4	0.04	KOR
Rose Spr Lovely Lydia -- D	6,490	30	150	78	0.72	
Rose Spr Lovely Lydia -- I	990	55	90	67	0.61	KOR
Rose Spr Shooting Star -- D	6,225	15	186	77	0.71	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	17,170	50	200	84	0.77	
Sandersonia -- I	0					
Trachelium -- D	2,200		100	46	0.42	
Trachelium -- I	400		135	104	0.95	
Tulip -- D	0					
Tulip -- I	300	70	150	118	1.09	NLD
Waxflowers -- D	2,110		90	55	0.50	
Waxflowers -- I	0					
Green Foliage						
Beargrass -- D	5		300	300	2.75	
Beargrass -- I	480	10	350	195	1.79	USA
Leatherleaves -- D	94,240	9	60	25	0.23	
Leatherleaves -- I	151,370	2	40	21	0.20	USA
Ruscus Israel -- D	4,150		50	24	0.22	
Ruscus Israel -- I	5,200		45	34	0.31	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	6,284	7	70	45	0.41	ITA
Salal -- D	120		500	327	3.00	
Salal -- I	17,915	20	750	104	0.95	USA